

Able C&C Co Ltd in Beauty and Personal Care (South Korea)

<https://marketpublishers.com/r/AD9828F5230EN.html>

Date: May 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AD9828F5230EN

Abstracts

The company's Missha brand started out as the nation's first road-shop brand, introducing value-for-money products to consumers. However, as other competitors such as Innisfree, Nature Republic and The Face Shop are outperforming Missha in terms of value growth, Able C&C is seeking a different strategy in order to survive in the market. One of its main strategies is positioning the brand as being between premium and mass. While other road-shop brands are positioned as mass, Missha is launching h...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Able C&C Co Ltd: Key Facts

Summary 2 Able C&C Co Ltd: Operational Indicators

Company Background

Chart 1 Able C&C Co Ltd: Missha in Seoul

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Able C&C Co Ltd: Competitive Position 2016

I would like to order

Product name: Able C&C Co Ltd in Beauty and Personal Care (South Korea)

Product link: <https://marketpublishers.com/r/AD9828F5230EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD9828F5230EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970