

# Alberto-Culver in Beauty and Personal Care - Global

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## Abstracts

In September 2010 Unilever announced its agreement to acquire Alberto-Culver, giving Unilever access to the TRESemmé, Alberto VO5, St Ives and Simple brands. This profile examines the reasons behind the acquisition and the potential benefits that can be gained.

Euromonitor International's Alberto-Culver in Beauty and Personal Care - Global Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Baby Care, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Cosmetics, 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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