

AmorePacific Corp in Beauty and Personal Care (Hong Kong, China)

<https://marketpublishers.com/r/AC056249EC8EN.html>

Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AC056249EC8EN

Abstracts

Following the increasing share in ownership by its parent company during 2014, AmorePacific Corp is expected to focus efforts on store expansion for its various brands. The player is also likely to focus on opening standalone stores as opposed to counters in department stores so that consumers can enjoy a more complete retail experience. Product innovations will also remain the key focus for AmorePacific Corp so that it can better answer consumers' evolving needs.

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 AmorePacific Corp: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 AmorePacific Corp: Competitive Position 2013

I would like to order

Product name: AmorePacific Corp in Beauty and Personal Care (Hong Kong, China)

Product link: <https://marketpublishers.com/r/AC056249EC8EN.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/AC056249EC8EN.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