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# AmorePacific Corp in Beauty and Personal Care (World)

https://marketpublishers.com/r/A84036049A3EN.html
Date: November 2023
Pages: 42
Price: US$ 570.00 (Single User License)
ID: A84036049A3EN

## Abstracts

AmorePacific, the leading K-beauty conglomerate, experienced sales declines in both domestic and overseas markets. Its sales in China and skin care, which had once been the driving force for growth, are now encountering significant challenges within the market. This report delves into how AmorePacific is strategically repositioning itself and exploring new avenues in terms of geographic focus and product categories to revitalise its business onwards.

Euromonitor International's AmorePacific Corp in Beauty and Personal Care (World) 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 and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

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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.

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