

Amway Corp in Beauty and Personal Care (World)

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Abstracts

US-based direct seller Amway Corp now generates most of its sales in Asia Pacific, with China at the heart of its business. But, rising competition and changing consumer habits have seen it lose share in most of its global markets over 2010-2015. In part, its focus on its consumer health business may lie behind this, but it may need to consider a strategic shift. Reducing its portfolio, changing positioning, spending on marketing and even looking at alternative retail channels may be required.

Euromonitor International's Amway 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, 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.

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