

Artsana SpA in Beauty and Personal Care (Italy)

<https://marketpublishers.com/r/AC4C16B2181EN.html>

Date: September 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AC4C16B2181EN

Abstracts

Artsana SpA aims at achieving profitable growth in international markets in early childhood products, including baby care. Artsana enjoys a strong position in Italy for the broad recognition of Chicco line in baby and child-specific products. Likewise, the intimate brand Lycia still holds brand awareness within the Italian customer base, although not being new. According to industry sources, the Lycia line will be further developed, with its positioning remaining focused on the high-end...

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 Cosmetics, 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 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 Artsana SpA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Artsana SpA: Competitive Position 2012

I would like to order

Product name: Artsana SpA in Beauty and Personal Care (Italy)

Product link: <https://marketpublishers.com/r/AC4C16B2181EN.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/AC4C16B2181EN.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