

Avon Products Inc in Beauty and Personal Care (World)

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Abstracts

Avon Products Inc, the best known direct seller of beauty products in the world, stands on the edge of a huge restructuring which saw it divest its domestic North American business. The company has struggled to compete in recent years, as direct selling has slipped in importance in many of its key developed market, but the disposal of its North America operations will allow it to focus on developing markets, as well as giving a much-needed inflow of capital to overhaul its product offer.

Euromonitor International's Avon Products Inc 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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