

Baby Care in Malaysia

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Abstracts

The upsurge in incidences of children and adults experiencing skin conditions such as dry or sensitive skin, eczema and other skin conditions increased attention on natural or organic products. This was elevated by the smaller number of children in each family group and hence more spending per child. Burt's Bees, Buds Cherished Organics, Cherub Rubs, Kiehl's and TNS Skin Lab (with brands such as Aubrey) all have ranges targeting babies. Parents looked for something gentler,...

Euromonitor International's Baby Care in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Baby Hair Care, Baby Skin Care, Baby Sun Care, Baby Toiletries, Medicated Baby Care, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

Get a detailed picture of the Baby 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Positive Perception of Personal Grooming and Image Underpin Resilience

Natural Or Organic Lines Pique Interest of Consumers and Offer Potential To Players

International Companies Translate Their Expertise Into Brand Shares

Growth of Masstige Brands Spurs Expansion of Health and Beauty Retailers

Good Prospect for Beauty and Personal Care

Key Trends and Developments

Anti-ageing Trend Persists With Few Signs of Abating

Beauty Specialist Retailers Grow As Popular Retail Channel

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