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Baby Care in the Netherlands

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Abstracts

Baby care received a renewed flow of marketing support in 2010, after Unilever took over Sara Lee’s top-selling brand Zwitsal at the end of 2009. Sara Lee was the absolute leader within the baby care category with Zwitsal, but the company agreed to sell to Unilever, resulting in renewed promotional support during the second half of 2010, aimed to generate an improved performance in face of higher private label growth.

Euromonitor International's Baby Care in Netherlands 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.

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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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