

Baby Care in Venezuela

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Abstracts

Like other beauty and personal care categories, baby care suffered lack of innovation and launches in 2010. Such poor dynamism affected both volume and unit price. This factor was combined with lower disposable income among many households that made consumers avoid or delay purchases of some baby care products. Most of the household budget allocated to baby products is allocated to staples such as nappies/diapers and baby formula since their unit prices are very high in relation to the average...

Euromonitor International's Baby Care in Venezuela 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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Reduced Consumption and Adverse Business Climate Limit Value Growth

Numerous Government Expropriations Increase Business Risks

Strong Competition With Multinationals Dominating Most Categories

Health and Beauty Retailers Remain Significant for Bpc Products

Low Value Growth for Forecast Period Thanks To Adverse Economic Environment

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Business Environment Becomes More Challenging for Private Companies

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