

# Baby Care in Venezuela

<https://marketpublishers.com/r/BBCA5673A58EN.html>

Date: June 2011

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: BBCA5673A58EN

## 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.

## Contents

Baby Care in Venezuela  
Euromonitor International  
June 2011

### LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Baby Care by Category: Value 2005-2010

Table 2 Sales of Baby Care by Category: % Value Growth 2005-2010

Table 3 Baby Care Premium Vs Mass % Analysis 2005-2010

Table 4 Baby Care Company Shares 2006-2010

Table 5 Baby Care Brand Shares by GBN 2007-2010

Table 6 Baby Skin Care Brand Shares by GBN 2007-2010

Table 7 Baby Sun Care Brand Shares by GBN 2007-2010

Table 8 Forecast Sales of Baby Care by Category: Value 2010-2015

Table 9 Forecast Sales of Baby Care by Category: % Value Growth 2010-2015

Table 10 Forecast Baby Care Premium Vs Mass % Analysis 2010-2015

Executive Summary

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

Key Trends and Developments

Business Environment Becomes More Challenging for Private Companies

Lowering Consumption in the Context of Recession

Multi-benefits Remain A Key Factor in Launches

Electric Crisis Limits Operations of Companies and Imposes Higher Costs

Strong Beauty Culture Favours the Beauty and Personal Care Industry

Market Data

Table 11 Sales of Beauty and Personal Care by Category: Value 2005-2010

Table 12 Sales of Beauty and Personal Care by Category: % Value Growth 2005-2010

Table 13 Sales of Premium Cosmetics by Category: Value 2005-2010

Table 14 Sales of Premium Cosmetics by Category: % Value Growth 2005-2010

Table 15 Beauty and Personal Care Company Shares by NBO 2006-2010

Table 16 Beauty and Personal Care Company Shares by GBO 2006-2010

Table 17 Beauty and Personal Care Brand Shares by GBN 2007-2010

Table 18 Penetration of Private Label by Category 2005-2010

Table 19 Sales of Beauty and Personal Care by Distribution Format: % Analysis  
2005-2010

Table 20 Sales of Beauty and Personal Care by Category and by Distribution Format:  
% Analysis 2010

Table 21 Forecast Sales of Beauty and Personal Care by Category: Value 2010-2015

Table 22 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2010-2015

Table 23 Forecast Sales of Premium Cosmetics by Category: Value 2010-2015

Table 24 Forecast Sales of Premium Cosmetics by Category: % Value Growth  
2010-2015

Definitions

Summary 1 Research Sources

## I would like to order

Product name: Baby Care in Venezuela

Product link: <https://marketpublishers.com/r/BBCA5673A58EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BBCA5673A58EN.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