

Bath and Shower in Egypt

URL:	https://marketpublishers.com/r/B4FB1732DB1EN.html
Date:	May 25, 2018
Pages:	17
Price:	US\$ 990.00
ID:	B4FB1732DB1EN

Bath and shower witnessed a positive value performance in 2017. Moreover, body wash/shower gel witnessed the highest growth performance due to a high unit price increase, while talcum powder witnessed the lowest growth performance in value terms compared to 2016. Body wash/shower gel is considered one of the major categories within bath and shower due to its importance in most local consumers' lives.

Euromonitor International's Bath and Shower in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Wash/Shower Gel, Intimate Hygiene, Liquid Soap, Talcum Powder.

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

Why buy this report?

- Get a detailed picture of the Bath and Shower 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Headlines

Prospects

Body Wash/shower Gel Posts Highest Growth

New Scents and New Packaging

Unit Price Increments and Future Demand

Competitive Landscape

Leader Displays Consistent Success

Promoting Locally Manufactured Versus Imported

Direct Sellers and Tangible Success

Category Data

Table 1 Sales of Bath and Shower by Category: Value 2012-2017

- Table 2 Sales of Bath and Shower by Category: % Value Growth 2012-2017
- Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2012-2017
- Table 4 NBO Company Shares of Bath and Shower: % Value 2013-2017
- Table 5 LBN Brand Shares of Bath and Shower: % Value 2014-2017
- Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2014-2017
- Table 7 Forecast Sales of Bath and Shower by Category: Value 2017-2022
- Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2017-2022
- Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Executive Summary

Beauty and Personal Care in Egypt Is Booming, Despite Difficulties

International Brands Gain Greater Attention in 2017

Competition Between Players Versus New Brands

Product Development in Packaging Versus Ingredients

Economic Recovery Predicted for the Forecast Period

Market Data

- Table 10 Sales of Beauty and Personal Care by Category: Value 2012-2017
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2012-2017
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2013-2017
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2013-2017
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2014-2017
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2012-2017
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2012-2017
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2017
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Sources

- Summary 1 Research Sources

I would like to order:

Product name: Bath and Shower in Egypt
Product link: <https://marketpublishers.com/r/B4FB1732DB1EN.html>
Product ID: B4FB1732DB1EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/B4FB1732DB1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.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**