

Beauty Geographic Hotspots: Exporting Regional Concepts

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Date: December 2019

Pages: 54

Price: US\$ 1,325.00 (Single User License)

ID: BA5AF4D99E70EN

Abstracts

Euromonitor has coined the term “Geographic Hotspots” to describe the country-branded beauty movement, whereby brands are categorised by their region of origin. This concept of home-grown beauty has long impacted domestic markets, through the ability to meet specific racial, cultural and environmental needs. Today, demand for hotspot brands is escalating, due to globalisation and peaked interest in foreign travel and culture, with the “Made in” stamp carrying more meaning than ever before.

Euromonitor International's Beauty Geographic Hotspots: Exporting Regional Concepts global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal 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 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.

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