

Beauty and Personal Care in Iran

<https://marketpublishers.com/r/B75859FCA65EN.html>

Date: May 2017

Pages: 91

Price: US\$ 2,650.00 (Single User License)

ID: B75859FCA65EN

Abstracts

The low base in many categories, rapidly changing lifestyles and the significant increase in the size of the urban population remained drivers of growth for beauty and personal care. One key trend was consumers upgrading from basic offerings to more sophisticated items, which contributed significantly to value growth. Rapid expansion of new modern retailing channels such as hypermarkets coupled with strong advertising campaigns by both domestic and multinational suppliers also played a key role...

Euromonitor International's Beauty and Personal Care in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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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