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Beauty Beyond the Crisis – The Year in Review and Growth Concepts for the Future

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Abstracts

As the beauty industry heads into recovery from the recession, strategies continue to focus on innovation, with value being increasingly associated with experience and exclusivity. While 2010 saw a strong rebound for premium beauty, the largest revenue potential will continue to be dominated by mass products. With technology rapidly advancing, reaching out to consumers through new media will become a greater necessity, while beauty internet commerce will grow increasingly competitive.

Euromonitor International's Beauty Beyond the Crisis – The Year in Review and Growth Concepts for the Future 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.

Product coverage: Baby Care, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Cosmetics, Men's Grooming, Oral Care, Oral Care excl Power Toothbrushes, Premium Cosmetics, Sets/Kits, Skin Care, Sun Care.

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

Why buy this report?

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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 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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