

Bourjois SA in Beauty and Personal Care (France)

<https://marketpublishers.com/r/B8C56756E9FEN.html>

Date: September 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B8C56756E9FEN

Abstracts

Over the forecast period Bourjois is expected to maintain its masstige positioning, and target young consumers of cosmetics. It is expected to continue to invest in innovation and advertising to boost its sales. In terms of products, creativity should continue to characterise its novelties. In terms of distribution channels, the company will take all opportunities to be present in premium distribution channels, such as in 2012, when it opened a pop-up store in Galeries Lafayette Boulevard...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby and Child-specific Products, 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?

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.

Contents

Strategic Direction

Key Facts

Summary 1 Bourjois SA: Key Facts

Summary 2 Bourjois SA: Operational Indicators*

Company Background

Production

Competitive Positioning

Summary 3 Bourjois SA: Competitive Position 2012

I would like to order

Product name: Bourjois SA in Beauty and Personal Care (France)

Product link: <https://marketpublishers.com/r/B8C56756E9FEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B8C56756E9FEN.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