

Colgate-Palmolive Indústria e Comércio Ltda in Beauty and Personal Care (Brazil)

<https://marketpublishers.com/r/C947AFC0594EN.html>

Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C947AFC0594EN

Abstracts

Colgate-Palmolive has concentrated efforts on Protex and Colgate brands particularly in bath and shower products and oral care, respectively, due to value-added benefits and higher margins reached with such products. In June 2013 the company launched an innovative strategy installing its first concept store “Universo Colgate” in the atrium of the Shopping Center Eldorado in São Paulo for one month, and focusing mainly on oral care brands.

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 Colgate-Palmolive Indústria e Comércio Ltda: Key Facts

Company Background

Production

Summary 2 Colgate-Palmolive Indústria e Comércio Ltda: Production Statistics 2012

Competitive Positioning

Summary 3 Colgate-Palmolive Indústria e Comércio Ltda: Competitive Position 2012

I would like to order

Product name: Colgate-Palmolive Indústria e Comércio Ltda in Beauty and Personal Care (Brazil)

Product link: <https://marketpublishers.com/r/C947AFC0594EN.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/C947AFC0594EN.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