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Cotton Wool/Buds/Pads in South Africa

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Abstracts

Cotton wool/buds/pads continues to enjoy strong demand from South African consumers as a result of the affordable prices charged for these products. Strong demand in the category can also be attributed to the widening distribution of economy brands, coupled with the increasing expansion of private label products, which has influenced the leading players to implement price promotions in an effort to maintain volume share.

Euromonitor International's Cotton Wool/Buds/Pads in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Cotton Wool/Buds/Pads 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.

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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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