

Deodorants in the Netherlands

URL:	https://marketpublishers.com/r/D62ACFF6BD0EN.html
Date:	May 31, 2017
Pages:	28
Price:	US\$ 990.00
ID:	D62ACFF6BD0EN

Deodorants in the Netherlands is mature, signalled by a high penetration and use, meaning that manufacturers need to induce consumers to shift towards value-added formulas through innovation. Sales in 2016 remained positive, influenced by sustained promotion of new extensions in the most popular deodorant formats and a focus on segmentation. Dutch consumers increasingly choose a deodorant that best suits their needs according to gender and lifestyle or formulas that help prevent common symptoms...

Euromonitor International's Deodorants in Netherlands 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- Get a detailed picture of the Deodorants 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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Deodorants by Category: Value 2011-2016

Table 2 Sales of Deodorants by Category: % Value Growth 2011-2016

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2011-2016

Table 4 NBO Company Shares of Deodorants: % Value 2012-2016

Table 5 LBN Brand Shares of Deodorants: % Value 2013-2016

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2013-2016

Table 7 Forecast Sales of Deodorants by Category: Value 2016-2021

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2016-2021

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2016-2021

Remark Pharma BV in Beauty and Personal Care (netherlands)

Strategic Direction

Key Facts

Summary 1 Remark Pharma BV: Key Facts

Competitive Positioning

Summary 2 Remark Pharma BV: Competitive Position 2016

Rituals Cosmetics Netherlands BV in Beauty and Personal Care (netherlands)

Strategic Direction

Key Facts

Summary 3 Rituals Cosmetics Nederland BV: Key Facts

Competitive Positioning

Summary 4 Rituals Cosmetics Nederland BV: Competitive Position 2016

Executive Summary

Good Performance in 2016

Search for Natural Ingredients Drives Demand

Intensified Competition To Balance Price and Innovation

Variety Stores Gain Distribution Share Through Price and Larger Choice of Products

Higher Demand Seen for Natural and Herbal-based Ingredients

Key Trends and Developments

Stable Growth Supported by Dutch Economy on the Rise

Manufacturers Address the Interest for Herbal and Natural Ingredients

More Competitive Retail Channels Seek To Increase Their Store Traffic

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2011-2016

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2011-2016

Table 12 Sales of Premium Beauty and Personal Care by Category: Value 2011-2016

Table 13 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2011-2016

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2012-2016

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2012-2016

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2013-2016

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2011-2016

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2011-2016

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2016

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2016-2021

Table 23 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

Definitions

Sources

Summary 5 Research Sources

I would like to order:

Product name: Deodorants in the Netherlands
Product link: <https://marketpublishers.com/r/D62ACFF6BD0EN.html>
Product ID: D62ACFF6BD0EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/D62ACFF6BD0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.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**