

# Ear Care in Hong Kong, China

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## Abstracts

The value growth in 2012 was slightly weaker with 2% in 2012 with the saturation of the demand for the common use of ear wax removal. Ear care products are not actively promoted to the local residents, and many are not educated on the use of such products. In addition, local residents prefer to use alternative ways to clean their ears, like the use of cotton swabs which are a much cheaper and convenient way for people to remove ear wax, or having professionals to do ear candling.

Euromonitor International's Ear Care in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 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 Ear 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."

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