

Estée Lauder HK Ltd in Beauty and Personal Care (Hong Kong, China)

<https://marketpublishers.com/r/E4A0DCAC45AEN.html>

Date: May 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: E4A0DCAC45AEN

Abstracts

Over the forecast period, Estée Lauder HK is expected to record a mild performance due to the reduction in mainland Chinese tourist spending in Hong Kong. Therefore, the company will look to introduce new products to target more local consumers to offset this trend. Nevertheless, the company still maintains a leading position due to production innovation, a well-established brand name, good distribution channels as well as constant promotion towards Asian consumers.

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 Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, 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 Estee Lauder HK Ltd: Key Facts

Competitive Positioning

Summary 2 Estee Lauder HK Ltd: Competitive Position 2015

I would like to order

Product name: Estée Lauder HK Ltd in Beauty and Personal Care (Hong Kong, China)

Product link: <https://marketpublishers.com/r/E4A0DCAC45AEN.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/E4A0DCAC45AEN.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