

Fragrances in Hair Care in France

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Date: March 2012

Pages: 31

Price: US\$ 900.00 (Single User License)

ID: F836E679C15EN

Abstracts

Fragrance volumes in hair care are dominated by shampoos. Despite a slowdown in the decline in hair care fragrance volumes, thanks to active fragrance innovation, it appears that manufacturers must continue to innovate to attract a new segment of consumers who are more attracted by functional products carrying no fragrance than the pleasure and emotional response offered by scented products. Oriental and exotic fragrances related to organic or natural products appear to be the next growing direc...

Euromonitor International's Fragrances in Hair Care in France country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examine national prospects, highlighting opportunities and challenges for flavour and fragrance usage

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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