

# Green Cross Inc in Beauty and Personal Care (Philippines)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G00594E685FEN

## Abstracts

Green Cross's sales in beauty and personal care are expected to be flat in the forecast period, if the company remains lax in terms of advertising and promotion. Operating in the slow growing categories of bar soap and baby and child-specific toiletries, Green Cross's brands are not projected to report a dynamic performance unless the company invests in new product development and promotional campaigns.

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 Cosmetics, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Cosmetics, 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.

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