

Guangzhou Liby Enterprise Group Co Ltd in Home Care (World)

<https://marketpublishers.com/r/GAF9E4B03D8EN.html>

Date: September 2015

Pages: 46

Price: US\$ 572.00 (Single User License)

ID: GAF9E4B03D8EN

Abstracts

Guangzhou Liby delivered the most dynamic growth among the top 10 players in 2014 based on robust consumer demand in its domestic Chinese market. The company competes with well-known multinational players including Procter & Gamble and Unilever, alongside its domestic counterparts. This profile analyses how Guangzhou Liby derived its success in China and what other opportunities exist for the company to further grow its sales over the forecast period.

Euromonitor International's Guangzhou Liby Enterprise Group Co Ltd in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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 Evaluation
Competitive Positioning
Market Assessment
Geographic and category Opportunities
Brand strategy
operations
recommendations

I would like to order

Product name: Guangzhou Liby Enterprise Group Co Ltd in Home Care (World)

Product link: <https://marketpublishers.com/r/GAF9E4B03D8EN.html>

Price: US\$ 572.00 (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/GAF9E4B03D8EN.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