

L'Occitane International SA in Beauty and Personal Care (World)

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Abstracts

L'Occitane International SA, a French manufacturer of natural beauty products, saw rapid growth between 2009 and 2014, partly underpinned by store openings, but also by rising demand for natural cosmetics in Asia Pacific and Latin America. Economic cooling in Brazil and Russia, two key markets, may slow growth, but Asia Pacific and China in particular will drive sales. The company also needs to look at developing a wider range of products that will ideally allow it to hold higher margins.

Euromonitor International's L'Occitane International SA in Beauty and Personal Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, 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: 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.

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