

Mandom Corp in Beauty and Personal Care (Japan)

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Abstracts

Mandom will continue to offer frequent new product development in the forecast period, with a focus on age-specific and value-added products. Autumn 2017 will for example see the launch of multifunctional Total Care facial moisturisers for the Lúcido range targeting men in their 40s and older, while Gatsby will launch Sugo Easy liquid styling agent with a patented Air Powder ingredient for weightless styling. The company is likely to continue to focus research and development on addressing core...

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

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

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