

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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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.

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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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