

Mary Kay Inc in Beauty and Personal Care (World)

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Abstracts

Mary Kay Inc struggled to maintain its historic robust growth trajectory in 2016, as sales in China, its second-largest market, declined. Emerging markets, where consumer demand for its direct selling model is more resilient, should underpin growth going forward, as it continues to invest in new markets, as it did by entering Peru in 2017. Despite the brand's resolutely mass-market positioning and increased online competition, its competence means it is well positioned for future growth.

Euromonitor International's Mary Kay Inc 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.

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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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