

Premium Beauty and Personal Care in Venezuela

<https://marketpublishers.com/r/P9A40596E3BEN.html>

Date: May 2018

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: P9A40596E3BEN

Abstracts

Premium fragrances led premium beauty and personal care in 2017, whilst increasing its relative dominance due to the decline in other important categories, such as premium colour cosmetics and premium skin care. At the same time, a large price gap between premium and mass fragrances continued to encourage substantial trading down, which resulted in a strong volume fall, driven by men's and unisex premium fragrances. Fragrances mostly comprises imported products, which are susceptible to limited...

Euromonitor International's Premium Beauty and Personal Care in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Sets/Kits, Premium Skin 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 Premium 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.

Contents

Headlines

Prospects

Premium Fragrances Increases Its Lead in 2017

Poor Variety and Abandoned Categories in 2017

Online Channel Expands Growth Opportunities

Competitive Landscape

Fragrances and Facial Care Brands Lead in 2017

Companies Streamline Their Portfolios, Focusing on Top Sellers

Continued Low Penetration in 2017

Category Data

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2012-2017

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2012-2017

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2013-2017

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2014-2017

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Executive Summary

Inconsistent Government Policies Continue To Deter Growth in 2017

Fears of Further Price Ceilings Shape Product Offerings

Domestic Companies Rise Up Against Economic Recession in 2017

Online Stores Are Gaining Traction Across All Segments in 2017

Beauty and Personal Care To Continue on A Downward Volume Trend Due To Adverse Economic Conditions

Market Data

Table 7 Sales of Beauty and Personal Care by Category: Value 2012-2017

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2012-2017

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2014-2017

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2012-2017

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2017

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth
2017-2022

Sources

Summary 1 Research Sources

I would like to order

Product name: Premium Beauty and Personal Care in Venezuela

Product link: <https://marketpublishers.com/r/P9A40596E3BEN.html>

Price: US\$ 990.00 (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/P9A40596E3BEN.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