

Segmenting Consumer Skin Care Expectations

<https://marketpublishers.com/r/S85ED7E2EA1EN.html>

Date: March 2018

Pages: 42

Price: US\$ 1,325.00 (Single User License)

ID: S85ED7E2EA1EN

Abstracts

Euromonitor segments consumers skin care expectations into five benefit groups to understand the interrelated sets of needs and benefits that drive consumers' skin care purchases. Results are based on responses to Euromonitor's 2017 Beauty Survey, which includes 20,000 online consumers in 20 countries.

Euromonitor International's Segmenting Consumer Skin Care Expectations global briefing offers an insight into the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

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.

Contents

Introduction

Segmenting Consumer Skin Care Expectations into Five Benefit Groups

Targeting Consumer Skin Care Expectations

Appendix

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