

## Sets/Kits in Mexico

<https://marketpublishers.com/r/S81C0DFBD27EN.html>

Date: May 2015

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: S81C0DFBD27EN

### Abstracts

One of the fastest growing channels for sets/kits during 2014 was health and beauty specialist retailers. Although it accounted for just 2% share of category value sales, it recorded an 11% increase favoured by beauty specialist retailers, increasingly common in shopping centres and by drugstores/parapharmacies which in addition to medicine gives special relevance to personal care products. In recent years drugstores/parapharmacies showed rapid development; leading chains include Farmacias...

Euromonitor International's Sets/Kits in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the Sets/Kits 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

Trends

Category Data

Table 1 Sales of Sets/Kits: Value 2009-2014

Table 2 Sales of Sets/Kits: % Value Growth 2009-2014

Table 3 Sales of Sets/Kits by Premium vs Mass: % Value 2009-2014

Table 4 NBO Company Shares of Sets/Kits: % Value 2010-2014

Table 5 LBN Brand Shares of Sets/Kits: % Value 2011-2014

Table 6 LBN Brand Shares of Premium Sets/Kits: % Value 2011-2014

Table 7 Forecast Sales of Sets/Kits by Premium vs Mass: % Value: Value 2014-2019

Table 8 Forecast Sales of Sets/Kits by Premium vs Mass: % Value: % Value Growth 2014-2019

Table 9 Forecast Sales of Sets/Kits by Premium vs Mass: % Value 2014-2019

Jafra Cosmetics International SA De Cv in Beauty and Personal Care (mexico)

Strategic Direction

Key Facts

Summary 1 Jafra Cosmetics International SA de CV: Key Facts

Summary 2 Jafra Cosmetics International SA de CV: Operational Indicators

Company Background

Production

Summary 3 Jafra Cosmetics International SA de CV: Production Statistics 2014

Competitive Positioning

Summary 4 Jafra Cosmetics International SA de CV: Competitive Position 2014

Procter & Gamble De México SA De Cv in Beauty and Personal Care (mexico)

Strategic Direction

Key Facts

Summary 5 Procter & Gamble de México SA de CV: Key Facts

Summary 6 Procter & Gamble de México SA de CV: Operational Indicators

Company Background

Production

Summary 7 Procter & Gamble de México SA de CV: Production Statistics 2014

Competitive Positioning

Summary 8 Procter & Gamble de México SA de CV: Competitive Position 2014

Executive Summary

Beauty and Personal Care Shows Moderate Growth

Online Marketing Campaigns Continue To Gain Relevance in Beauty and Personal Care

Procter & Gamble De México Leads Beauty and Personal Care

Strong Competitive Environment Motivates Innovation

Beauty and Personal Care To Continue Developing Over Forecast Period

Key Trends and Developments

Beauty and Personal Care Indirectly Impacted by New Foods and Beverages Tax

Premium Products Continue To Represent A Small Portion of Beauty and Personal Care

Direct Selling Records Marginal Contraction

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2009-2014

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2009-2014

Table 12 Sales of Premium Beauty and Personal Care by Category: Value 2009-2014

Table 13 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2009-2014

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2010-2014

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2010-2014

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2011-2014

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2009-2014

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2009-2014

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2014

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2014-2019

Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2014-2019

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2014-2019

Table 23 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2014-2019

Sources

Summary 9 Research Sources

## I would like to order

Product name: Sets/Kits in Mexico

Product link: <https://marketpublishers.com/r/S81C0DFBD27EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S81C0DFBD27EN.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