

## Sets/Kits in Taiwan

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### Abstracts

The sales of sets/kits generally came from the department stores and are dominated by premium brands. Skin care and colour cosmetics sets/kits are popular during promotional periods in department stores. Furthermore, most male consumers preferred skin care sets/kits containing cleaning, conditioning, moisturising care and other basic skin care products, because the price of sets/kits is lower, while the ability to purchase a set of products at one time is convenient.

Euromonitor International's Sets/Kits in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. Forecasts to 2018 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.

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