

Shiseido Co Ltd in Beauty and Personal Care (Japan)

<https://marketpublishers.com/r/S200AB7A3F5EN.html>

Date: August 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S200AB7A3F5EN

Abstracts

Shiseido will continue to invest heavily in marketing in the forecast period, with 2017 seeing the launch of a new corporate slogan: 'Beauty lies within... and every time we bring it to light, we make the world a little brighter.' This was supported by a major marketing campaign in Japan, with this focused on beauty across all nationalities, genders and ages while also featuring leading Japanese model Yuka Mannami. The company will also continue to invest heavily in technology, notably piloting...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

Strategic Direction

Key Facts

Summary 1 Shiseido Co Ltd: Key Facts

Summary 2 Shiseido Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Shiseido Co Ltd: Competitive Position 2016

I would like to order

Product name: Shiseido Co Ltd in Beauty and Personal Care (Japan)

Product link: <https://marketpublishers.com/r/S200AB7A3F5EN.html>

Price: US\$ 150.00 (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/S200AB7A3F5EN.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