

Slimming Products - Singapore

<https://marketpublishers.com/r/S2393DD5224EN.html>

Date: March 2010

Pages: 34

Price: US\$ 990.00 (Single User License)

ID: S2393DD5224EN

Abstracts

Slimming salons continued to have intensive marketing campaigns to attract consumers. Television variety programmes shown during prime viewing times were sponsored by key slimming salons such as Citispa. These programmes encouraged women to undergo their slimming programmes and broadcast the effects to attract image-conscious consumers. Slimming products on the other hand were relatively quiet in terms of marketing.

Euromonitor International's Slimming Products Products in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Meal Replacement Slimming, Other Slimming Products, Slimming Teas, Weight Loss Supplements

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

Why buy this report?

Get a detailed picture of the Consumer Health industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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