

Yves Rocher Sa in Beauty and Personal Care (World)

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Date: July 2015

Pages: 49

Price: US\$ 572.00 (Single User License)

ID: Y1FE5F184CFEN

Abstracts

Yves Rocher, a France-based producer and retailer of beauty and personal care products, posted 4% growth in 2014. Its performance was constrained by heavy reliance on Western Europe and particularly on France. The acquisition of the Turkish brand Flormar in 2012 helped to diversify its geographic market reach, but a focus on building internet sales and rolling out new franchises will need to be part of any coherent international development strategy.

Euromonitor International's Yves Rocher Sa in Beauty and Personal Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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