

J-Beauty Products Market Size, Share & Trends Analysis Report By Product (Skincare, Haircare, Color Cosmetics), By Type (Conventional, Organic), By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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J-Beauty Products Market Growth & Trends

The global J-beauty products market size is anticipated to reach USD 45.01 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 3.9% from 2023 to 2030 in terms of revenue. The increasing skincare concerns and increasing demand for organic and natural cosmetics and personal care products are driving the market's growth.

The COVID-19 pandemic had a negative impact on the J-beauty products industry's growth. The beauty industry as a whole faced challenges during the pandemic, including supply chain disruptions, reduced consumer spending, and changing consumer priorities. Restrictions on international travel and lockdown measures in different countries affected the production and distribution of J-beauty products. Many manufacturers faced difficulties in sourcing ingredients, packaging materials, and components, leading to delays and supply shortages.

J-Beauty Products Market Report Highlights

Based on product, the skincare segment accounted for the largest revenue share of 46.6% in 2022. This can be attributed to growing beauty and wellness

consciousness among consumers and the increasing aging population

Based on type, the conventional segment dominated the market and held a share of 90.8% in 2022. This can be attributed to the low cost and easy availability of conventional J-beauty products. The organic segment is expected to grow at a CAGR of 6.0% over the forecast period

Based on distribution channel, the hypermarkets/supermarkets segment dominated the market with a share of 34.6% in 2022. The hypermarkets/supermarkets offer a personalized experience to the consumers and provide discounts and other benefits which makes them a popular choice among consumers

Asia Pacific held a market share of 69.4% in 2022 due to the increasing penetration of J-beauty products and increasing consumer spending on skincare products. North America is anticipated to expand at a CAGR of 4.8% over the forecast period

Mergers & acquisitions, agreements, R&D activities, new product launches, and expansions are the key strategies being adopted by the companies. For instance, in August 2022, Rey Nakajima launched a new J-beauty brand REY TOKYO in Germany. The brand was created by combining ancient beauty ingredients from Japan and the latest technology from Germany.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation and Scope
- 1.2 Market Definition
- 1.3 Information Procurement
 - 1.3.1 Purchased Database
 - 1.3.2 GVR's Internal Database
 - 1.3.3 Secondary Sources
 - 1.3.4 Third-Party Perspective
 - 1.3.5 Primary Research
 - 1.3.6 Primary Sources
- 1.4 Information Analysis
 - 1.4.1 Data Analysis Models
- 1.5 Research Scope and Assumptions

CHAPTER 2 EXECUTIVE SUMMARY

CHAPTER 3 J-BEAUTY PRODUCTS MARKET: INDUSTRY OUTLOOK

- 3.1 Market Introduction
- 3.2 Penetration and Growth Prospect Mapping
- 3.3 J-beauty Products Market: Value Chain Analysis
 - 3.3.1 J-beauty Products Market: Market Dynamics
 - 3.3.2 Market Driver Analysis
 - 3.3.3 Market Restraint Analysis
 - 3.3.4 Market Opportunity Analysis
 - 3.3.5 Market Challenges Analysis
- 3.4 J-beauty Products Market - Porter's Five Forces Analysis
- 3.5 J-beauty Products Market - Market Entry Strategy
- 3.6 J-beauty Products Market - Impact of COVID

CHAPTER 4 J-BEAUTY PRODUCTS MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1 Demographic Analysis
- 4.2 Consumer Trends & Preferences
- 4.3 Factors Influencing Buying Behavior
- 4.4 Consumer Product Adoption Trends

4.5 Key Observations & Findings

CHAPTER 5 J-BEAUTY MARKET: PRODUCT ESTIMATES AND TREND ANALYSIS

5.1 J-beauty Products Market: Product Movement Analysis And Market Share, 2022 and 2030

5.2 Skincare

5.2.1 J-beauty Products Market Estimates And Forecasts For Skincare, 2017 - 2030 (USD Million)

5.2.2 Haircare

5.2.2.1 J-beauty Products Market Estimates And Forecasts For Haircare, 2017 - 2030 (USD Million)

5.2.3 Color Cosmetics

5.2.3.1 J-beauty Products Market Estimates And Forecasts For Color Cosmetics, 2017 - 2030 (USD Million)

5.2.4 Others

5.2.4.1 J-beauty Products Market Estimates And Forecasts For Others, 2017 - 2030 (USD Million)

CHAPTER 6 J-BEAUTY MARKET: TYPE ESTIMATES AND TREND ANALYSIS

6.1 J-beauty Products Market: Type Movement Analysis And Market Share, 2022 and 2030

6.2 Conventional

6.2.1 J-beauty Products Market Estimates And Forecasts For Conventional, 2017 - 2030 (USD Million)

6.3 Organic

6.3.1 J-beauty Products Market Estimates And Forecasts For Organic, 2017 - 2030 (USD Million)

CHAPTER 7 J-BEAUTY PRODUCTS MARKET: DISTRIBUTION CHANNEL ESTIMATES AND TREND ANALYSIS

7.1 J-beauty Products Market: Distribution Channel Movement Analysis And Market Share, 2022 and 2030

7.2 Specialty Stores

7.2.1 Global J-beauty Products Market Estimates And Forecasts For Specialty Stores, 2017 - 2030 (USD Million)

7.3 Hypermarkets/Supermarkets

7.3.1 Global J-beauty Products Market Estimates And Forecasts For
Hypermarkets/Supermarkets, 2017 - 2030 (USD Million)

7.4 E-commerce

7.4.1 Global J-beauty Products Market Estimates And Forecasts For E-commerce,
2017 - 2030 (USD Million)

7.5 Others

7.5.1 Global J-beauty Products Market Estimates And Forecasts For Others, 2017 -
2030 (USD Million)

CHAPTER 8 J-BEAUTY PRODUCTS MARKET: REGIONAL ESTIMATES AND TREND ANALYSIS

8.1 Global J-beauty Products Market: Regional Movement Analysis And Market Share,
2022 and 2030

8.2 North America

8.2.1 North America J-beauty Products Market Estimates And Forecasts, 2017 - 2030
(USD Million)

8.2.2 North America J-beauty Products Market Estimates And Forecasts, By Product,
2017 - 2030 (USD Million)

8.2.3 North America J-beauty Products Market Estimates And Forecasts, By Type,
2017 - 2030 (USD Million)

8.2.4 North America J-beauty Products Market Estimates And Forecasts, By
Distribution Channel, 2017 - 2030 (USD Million)

8.2.5 U.S.

8.2.5.1 U.S. J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD
Million)

8.2.5.2 U.S. J-beauty Products Market Estimates And Forecasts, By Product, 2017 -
2030 (USD Million)

8.2.5.3 U.S. J-beauty Products Market Estimates And Forecasts, By Type, 2017 -
2030 (USD Million)

8.2.5.4 U.S. J-beauty Products Market Estimates And Forecasts, By Distribution
Channel, 2017 - 2030 (USD Million)

8.3 Europe

8.3.1 Europe J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD
Million)

8.3.2 Europe J-beauty Products Market Estimates And Forecasts, By Product, 2017 -
2030 (USD Million)

8.3.3 Europe J-beauty Products Market Estimates And Forecasts, By Type, 2017 -
2030 (USD Million)

8.3.4 Europe J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.3.5 Germany

8.3.5.1 Germany J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.3.5.2 Germany J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.3.5.3 Germany J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.3.5.4 Germany J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.3.6 UK

8.3.6.1 UK J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.3.6.2 UK J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.3.6.3 UK J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.3.6.4 UK J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.3.7 France

8.3.7.1 France J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.3.7.2 France J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.3.7.3 France J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.3.7.4 France J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.4 Asia Pacific

8.4.1 Asia Pacific J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.4.2 Asia Pacific J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.4.3 Asia Pacific J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.4.3 Asia Pacific J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.4.4 China

8.4.4.1 China J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.4.4.2 China J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.4.4.3 China J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.4.4.4 China J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.4.5 India

8.4.5.1 India J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.4.5.2 India J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.4.5.3 India J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.4.5.4 India J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.4.6 Japan

8.4.6.1 Japan J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.4.6.2 Japan J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.4.6.3 Japan J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.4.5.4 Japan J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.5 Central And South America

8.5.1 Central And South America J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.5.2 Central And South America J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.5.3 Central And South America J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.5.4 Central And South America J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.5.6 Brazil

8.5.6.1 Brazil J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.5.6.2 Brazil J-beauty Products Market Estimates And Forecasts, By Product, 2017 -

2030 (USD Million)

8.5.6.3 Brazil J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.5.6.4 Brazil J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.6 Middle East and Africa

8.6.1 Middle East And Africa J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.6.2 Middle East And Africa J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.6.3 Middle East And Africa J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

8.6.4 Middle East And Africa J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

8.6.6 UAE

8.6.6.1 UAE J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

8.6.6.2 UAE J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

8.6.6.3 UAE J-beauty Products Market Estimates And Forecasts, Type, 2017 - 2030 (USD Million)

8.6.6.4 UAE J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

CHAPTER 9 COMPETITIVE LANDSCAPE

9.1 Recent Developments & Impact Analysis, By Key Market Participants

9.2 Company Categorization

9.3 Participant's Overview

9.4 Financial Performance

9.5 Product Benchmarking

9.6 Company Heat Map Analysis

9.7 Strategy Mapping

CHAPTER 10 COMPANY PROFILES

10.1 Shiseido Co.,Ltd.

10.1.1 Company Overview

10.1.2 Financial Performance

- 10.1.3 Product Benchmarking
- 10.1.4 Strategic Initiatives
- 10.2 mandom corp.
 - 10.2.1 Company Overview
 - 10.2.2 Financial Performance
 - 10.2.3 Product Benchmarking
 - 10.2.4 Strategic Initiatives
- 10.3 Unilever
 - 10.3.1 Company Overview
 - 10.3.2 Financial Performance
 - 10.3.3 Product Benchmarking
 - 10.3.4 Strategic Initiatives
- 10.4 L'Oreal Groupe (Nihon L'Oreal)
 - 10.4.1 Company Overview
 - 10.4.2 Product Benchmarking
 - 10.4.3 Strategic Initiatives
- 10.5 Procter & Gamble Company
 - 10.5.1 Company Overview
 - 10.5.2 Product Benchmarking
 - 10.5.3 Strategic Initiatives
- 10.6 Kao Corporation
 - 10.6.1 Company Overview
 - 10.6.2 Financial Performance
 - 10.6.2 Product Benchmarking
 - 10.6.3 Strategic Initiatives
- 10.7 Lion Corporation
 - 10.7.1 Company Overview
 - 10.7.2 Product Benchmarking
 - 10.7.3 Strategic Initiatives
- 10.8 POLA ORBIS HOLDINGS INC.
 - 10.8.1 Company Overview
 - 10.8.2 Product Benchmarking
 - 10.8.3 Strategic Initiatives
- 10.9 FANCL CORPORATION
 - 10.9.1 Company Overview
 - 10.9.2 Product Benchmarking
 - 10.9.3 Strategic Initiatives
- 10.10 CANMAKE
 - 10.10.1 Company Overview

10.10.2 Product Benchmarking

10.10.3 Strategic Initiatives

10.11 KOS? Corporation

10.11.1 Company Overview

10.11.2 Product Benchmarking

10.11.3 Strategic Initiatives

CHAPTER 11 KOL COMMENTARY

List Of Tables

LIST OF TABLES

Table 1 J-beauty Products Market Estimates And Forecasts, By Product, 2017 - 2030 (USD Million)

Table 2 J-beauty Products Market Estimates And Forecasts, By Skincare, 2017 - 2030 (USD Million)

Table 3 J-beauty Products Market Estimates And Forecasts, By Haircare, 2017 - 2030 (USD Million)

Table 4 J-beauty Products Market Estimates And Forecasts, By Color Cosmetics, 2017 - 2030 (USD Million)

Table 5 J-beauty Products Market Estimates And Forecasts, By Others, 2017 - 2030 (USD Million)

Table 6 J-beauty Products Market Estimates And Forecasts, By Type, 2017 - 2030 (USD Million)

Table 7 J-beauty Products Market Estimates And Forecasts, By Conventional, 2017 - 2030 (USD Million)

Table 8 J-beauty Products Market Estimates And Forecasts, By Organic, 2017 - 2030 (USD Million)

Table 9 J-beauty Products Market Estimates And Forecasts, By Distribution Channel, 2017 - 2030 (USD Million)

Table 10 J-beauty Products Market Estimates And Forecasts, By Specialty Stores, 2017 - 2030 (USD Million)

Table 11 J-beauty Products Market Estimates And Forecasts, By Hypermarkets/Supermarkets, 2017 - 2030 (USD Million)

Table 12 J-beauty Products Market Estimates And Forecasts, By E-commerce, 2017 - 2030 (USD Million)

Table 13 J-beauty Products Market Estimates And Forecasts, By Others, 2017 - 2030 (USD Million)

Table 14 North America J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 15 North America J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 16 North America J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 17 North America J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 18 U.S. J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 19 U.S. J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 20 U.S. J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 21 U.S. J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 22 Europe J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 23 Europe J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 24 Europe J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 25 Europe J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 26 Germany J-beauty Products Market Estimates And Forecasts, 2018-2028 (USD Million)

Table 27 Germany J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 28 Germany J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 29 Germany J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 30 France J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 31 France J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 32 France J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 33 France J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 34 UK J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 35 UK J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 36 UK J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 37 UK J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 38 Asia Pacific J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 39 Asia Pacific J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 40 Asia Pacific J-beauty Products Market Revenue Type, 2017 - 2030 (USD Million)

Table 41 Asia Pacific J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 42 China J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 43 China J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 44 China J-beauty Products Market Revenue Type, 2017 - 2030 (USD Million)

Table 45 China J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 46 India J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 47 India J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 48 India J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 49 India J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 50 Japan J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 51 Japan J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 52 Japan J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 53 Japan J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 54 Central And South America J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 55 Central And South America J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 56 Central And South America J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 57 Central And South America J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 58 Brazil J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 59 Brazil J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 60 Brazil J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 61 Brazil J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 62 Middle East And Africa J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 63 Middle East And Africa J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 64 Middle East And Africa J-beauty Products Market Revenue Type, 2017 - 2030 (USD Million)

Table 65 Middle East And Africa J-beauty Products Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

Table 66 UAE J-beauty Products Market Estimates And Forecasts, 2017 - 2030 (USD Million)

Table 67 UAE J-beauty Products Market Revenue By Product, 2017 - 2030 (USD Million)

Table 68 UAE J-beauty Products Market Revenue By Type, 2017 - 2030 (USD Million)

Table 69 UAE J-beauty Market Revenue By Distribution Channel, 2017 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

Fig. 1 J-beauty Products Market Segmentation and Scope

Fig. 2 Information Procurement

Fig. 3 Primary Research Pattern

Fig. 4 Primary Research Process

Fig. 5 Penetration And Growth Prospect Mapping (USD Million)

Fig. 6 J-beauty Products Market: Value Chain Analysis

Fig. 7 J-beauty Products Market: Product Movement Analysis And Market Revenue Share, 2022 and 2030

Fig. 8 J-beauty Products Market: Type Movement Analysis And Market Revenue Share, 2022 and 2030

Fig. 9 J-beauty Products Market: Distribution Channel Movement Analysis And Market Revenue Share, 2022 and 2030

Fig. 10 J-beauty Products Market: Regional Movement Analysis And Market Revenue Share, 2022 and 2030

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