

Ammonium Thioglycolate Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Ammonium Thioglycolate Trends and Forecast

The future of the global ammonium thioglycolate market looks promising with opportunities in the hair product and completion fluid markets. The global ammonium thioglycolate market is expected to grow with a CAGR of 4.8% from 2024 to 2030. The major drivers for this market are the rising demand for hair care products, increased consumer preference for DIY beauty treatments, and technological advancements in chemical formulations.

Lucintel forecasts that within the type category, ?70% is expected to witness the highest growth over the forecast period.

Within the application category, hair products are expected to witness higher growth.

In terms of region, APAC is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Ammonium Thioglycolate Market

The ammonium thioglycolate market is evolving, influenced by emerging trends that are reshaping consumer preferences and industry practices. As the demand for beauty and personal care products increases, manufacturers are adapting to new market dynamics, focusing on safety, sustainability, and innovation. Understanding these trends is crucial for stakeholders aiming to remain competitive and meet the needs of a discerning consumer base. This overview highlights five key trends driving the future of the ammonium thioglycolate market.

Shift Towards Eco-Friendly Formulations: There is a significant shift towards eco-friendly formulations in the ammonium thioglycolate market. Consumers are increasingly seeking products that are not only effective but also environmentally sustainable. This trend is prompting manufacturers to develop formulations that minimize harmful chemicals and incorporate natural ingredients. By focusing on eco-friendliness, brands can enhance their appeal to environmentally conscious consumers and differentiate themselves in a crowded market. This trend is not only beneficial for the planet but also aligns with growing regulatory demands for safer cosmetic products.

Innovations in Product Formulations: Innovations in product formulations are driving growth in the ammonium thioglycolate market. Advances in technology enable manufacturers to create products with improved efficacy and safety profiles. For instance, the development of lower concentrations of active ingredients without compromising performance is becoming more common. Additionally, the incorporation of beneficial additives, such as natural oils and extracts, enhances the overall consumer experience. As brands prioritize research and development, they can introduce cutting-edge products that meet the evolving needs of consumers, fostering brand loyalty and market share.

Rising Demand for Professional Hair Treatments: The rising demand for professional hair treatments is a key trend impacting the ammonium thioglycolate market. As consumers increasingly seek salon-quality results at home, there is a surge in the popularity of professional-grade hair care products. This trend is leading to the introduction of more sophisticated formulations designed for at-home use, allowing consumers to replicate salon treatments. Brands that capitalize on this trend by offering effective and easy-to-use products can tap into a growing market segment, enhancing their competitive positioning in the industry.

Increased Focus on Safety and Compliance: An increased focus on safety and

compliance is reshaping the ammonium thioglycolate market. Regulatory bodies worldwide are enforcing stricter guidelines concerning cosmetic safety, compelling manufacturers to ensure their products meet high safety standards. This trend is prompting companies to invest in better quality assurance practices and transparent labeling. As consumers become more informed and concerned about product safety, brands that prioritize compliance and provide clear information on their formulations will gain consumer trust and loyalty, which is crucial in a competitive market.

Growth of E-Commerce and Online Retailing: The growth of e-commerce and online retailing is transforming the ammonium thioglycolate market. The COVID-19 pandemic accelerated the shift towards online shopping, and consumers increasingly prefer the convenience of purchasing beauty products online. This trend is prompting brands to enhance their digital presence and invest in online marketing strategies. As consumers seek detailed product information and reviews before making purchases, companies that effectively leverage digital platforms can reach a broader audience and boost sales, positioning themselves favorably in the rapidly evolving retail landscape.

The ammonium thioglycolate market is undergoing significant changes driven by emerging trends such as a shift towards eco-friendly formulations, innovations in product formulations, rising demand for professional hair treatments, increased focus on safety and compliance, and the growth of e-commerce. These trends reflect evolving consumer preferences and industry practices, presenting both opportunities and challenges for stakeholders. By understanding and adapting to these trends, companies can enhance their market positioning and respond effectively to the demands of a dynamic beauty and personal care landscape.

Recent Developments in the Ammonium Thioglycolate Market

The ammonium thioglycolate market has seen noteworthy developments recently, driven by increasing demand in the beauty and personal care sectors. Known for its efficacy in hair treatments, particularly for perms and straightening, this compound is gaining traction as consumer preferences shift toward high-quality and safer formulations. Innovations in product development, changes in regulatory frameworks, and growing environmental awareness are shaping the market landscape. This overview highlights five key developments that are influencing the trajectory of the ammonium thioglycolate market.

Advancement in Eco-Friendly Formulations: Recent advancements in eco-friendly formulations are a significant development in the ammonium thioglycolate market. Manufacturers are increasingly focused on creating products that minimize harmful chemicals, appealing to environmentally conscious consumers. Innovations such as incorporating natural ingredients alongside ammonium thioglycolate are gaining popularity, providing safer alternatives for hair treatments. This trend not only meets consumer demand for sustainability but also aligns with tightening regulatory requirements. Companies that prioritize eco-friendly formulations are enhancing their market position and attracting a broader customer base, thus contributing to long-term growth.

Increased Regulatory Scrutiny: The ammonium thioglycolate market is experiencing increased regulatory scrutiny, prompting manufacturers to prioritize safety and compliance. Stricter regulations regarding cosmetic safety are emerging globally, requiring companies to ensure that their products meet high safety standards. This development has led to enhanced quality assurance practices and transparency in ingredient sourcing. By adhering to these regulations, manufacturers can mitigate risks and build consumer trust, which is essential in a competitive market. As compliance becomes a focal point, brands that prioritize safety are likely to see improved consumer loyalty and market share.

Growth in Professional Hair Care Products: The demand for professional hair care products is on the rise, significantly impacting the ammonium thioglycolate market. As consumers seek salon-quality results at home, there is an increasing interest in high-performance hair treatment products. This development has prompted brands to innovate by creating formulations that are both effective and user-friendly for at-home applications. Companies are also expanding their product lines to cater to diverse hair types and styling preferences. By tapping into this growing segment, manufacturers can enhance their competitive positioning and meet the evolving needs of consumers.

Emphasis on Safety and Ingredient Transparency: An emphasis on safety and ingredient transparency is reshaping consumer expectations in the ammonium thioglycolate market. As consumers become more informed about the ingredients in their beauty products, there is a growing demand for clear labeling and transparency from brands. This development is pushing companies to disclose ingredient sourcing and potential allergens, which helps build trust with consumers. Brands that prioritize safety and provide comprehensive information

about their products are more likely to cultivate a loyal customer base. This trend highlights the importance of transparency in maintaining a competitive edge in the market.

Expansion of Online Sales Channels: The expansion of online sales channels is a transformative development in the ammonium thioglycolate market. The COVID-19 pandemic accelerated the shift towards e-commerce, and consumers increasingly prefer the convenience of purchasing beauty products online. This trend has prompted manufacturers to enhance their digital presence and invest in online marketing strategies. Brands that leverage social media and e-commerce platforms effectively can reach a wider audience and drive sales. The growth of online retailing presents significant opportunities for companies to adapt to changing consumer shopping habits and capitalize on the evolving retail landscape.

Recent developments in the ammonium thioglycolate market reflect a dynamic landscape characterized by advancements in eco-friendly formulations, increased regulatory scrutiny, rising demand for professional hair care products, an emphasis on safety and transparency, and the expansion of online sales channels. These trends indicate a market that is increasingly responsive to consumer preferences and regulatory demands. Companies that strategically adapt to these developments are well-positioned for growth and success in the competitive beauty and personal care industry.

Strategic Growth Opportunities for Ammonium Thioglycolate Market

The ammonium thioglycolate market is poised for significant growth, fueled by diverse applications in the beauty and personal care sectors, as well as expanding opportunities in pharmaceuticals and agriculture. As consumer preferences evolve towards safer, high-quality products, the demand for effective hair treatments and innovative formulations is increasing. Companies can capitalize on these growth opportunities by focusing on specific applications that cater to market trends and consumer needs. This overview highlights five key growth opportunities within the ammonium thioglycolate market.

Hair Care Products: The hair care segment represents a major growth opportunity for ammonium thioglycolate, particularly in formulations for perms and hair straightening. With the increasing popularity of salon-quality results at home, brands are innovating to develop effective at-home treatments. This trend

is driving demand for high-performance products that can provide professional results, thus expanding market potential. Companies that focus on creating user-friendly formulations with improved safety profiles will likely capture significant market share, appealing to both professional stylists and consumers seeking quality hair care solutions.

Cosmetics and Personal Care: The cosmetics and personal care market is another promising application for ammonium thioglycolate, particularly in skincare and beauty products. As the demand for multifunctional products rises, manufacturers can incorporate this compound for its emulsifying and conditioning properties. Innovations in formulation can lead to the development of safer and more effective cosmetics, that appeal to health-conscious consumers. Brands that prioritize natural ingredients and transparency will resonate well with the market, providing a competitive edge and fostering brand loyalty among consumers.

Pharmaceuticals: The pharmaceutical sector presents a unique growth opportunity for ammonium thioglycolate, particularly in drug delivery systems. Its properties can enhance the solubility and stability of certain medications, making it an attractive candidate for formulation development. As the healthcare industry continues to innovate, the incorporation of ammonium thioglycolate into pharmaceuticals can facilitate the creation of more effective therapies. Collaborations between pharmaceutical companies and research institutions can drive advancements, positioning this compound as a vital ingredient in future drug formulations.

Agriculture and Agrochemicals: The agricultural sector is increasingly recognizing the potential of ammonium thioglycolate in agrochemical applications. Its ability to enhance the efficacy of pesticides and fertilizers by improving solubility and absorption can significantly boost agricultural productivity. As global food demand rises, manufacturers can explore this opportunity by developing high-performance agrochemical formulations that align with sustainable farming practices. By investing in research and innovation, companies can create effective products that cater to the evolving needs of farmers, contributing to a more sustainable agricultural landscape.

Innovative Packaging Solutions: Innovative packaging solutions that utilize ammonium thioglycolate offer a unique growth avenue. As sustainability becomes a primary concern, the development of biodegradable and eco-friendly

packaging materials is gaining traction. Integrating ammonium thioglycolate into packaging solutions can enhance durability and provide antimicrobial properties, appealing to manufacturers in the beauty and food industries. By focusing on sustainable packaging innovations, companies can align with consumer preferences and regulatory trends, driving growth in a market that prioritizes environmental responsibility.

The ammonium thioglycolate market is positioned for growth across various applications, including hair care, cosmetics, pharmaceuticals, agriculture, and innovative packaging solutions. By leveraging these strategic growth opportunities, companies can cater to evolving consumer demands and stay competitive in an increasingly dynamic market. Emphasizing innovation, safety, and sustainability will be essential for companies looking to maximize their impact and capture significant market share in the years to come.

Ammonium Thioglycolate Market Driver and Challenges

The ammonium thioglycolate market is shaped by a complex interplay of technological, economic, and regulatory factors that drive its growth and pose challenges. As demand for high-quality hair and personal care products rises, companies are leveraging innovations in formulation and production. However, navigating regulatory landscapes and managing market competition also present significant hurdles. Understanding these drivers and challenges is crucial for stakeholders aiming to capitalize on market opportunities and mitigate risks effectively.

The factors responsible for driving the ammonium thioglycolate market include:

Growing Demand for Hair Care Products: The increasing consumer focus on hair care, particularly for treatments such as perms and straightening, is a significant driver of the ammonium thioglycolate market. As more consumers seek salon-quality results at home, manufacturers are innovating to develop effective, easy-to-use formulations. This rising demand is fueled by social media trends and a growing interest in personal grooming, encouraging companies to expand their product offerings. Brands that prioritize efficacy and safety in their formulations are well-positioned to capture market share, thereby driving overall growth in this segment.

Advancements in Formulation Technology: Technological advancements in

formulation and manufacturing processes are enhancing the performance and safety profiles of ammonium thioglycolate products. Innovations such as improved delivery systems and the incorporation of natural ingredients are becoming increasingly common. These advancements allow manufacturers to create high-quality products that meet consumer expectations for efficacy while minimizing potential side effects. By investing in R&D, companies can develop cutting-edge formulations that resonate with health-conscious consumers, leading to increased market penetration and brand loyalty.

Regulatory Support for Safety Standards: An increasing emphasis on safety and compliance with regulatory standards is driving growth in the ammonium thioglycolate market. Regulatory bodies worldwide are imposing stricter guidelines on cosmetic safety, prompting manufacturers to enhance their quality assurance practices. This focus on safety not only helps companies build consumer trust but also encourages the development of safer, more effective products. Brands that prioritize regulatory compliance and invest in safety measures can differentiate themselves in a competitive market, ultimately contributing to long-term growth.

Rising Consumer Awareness: Rising consumer awareness about ingredient safety and product efficacy is significantly influencing the ammonium thioglycolate market. Consumers are becoming more informed about the products they use, leading to increased demand for transparency and ingredient disclosure. This shift encourages manufacturers to adopt cleaner formulations and highlight the benefits of their products. Companies that effectively communicate their commitment to safety and quality will likely build stronger relationships with consumers, enhancing brand loyalty and market share.

Expansion of E-commerce Channels: The expansion of e-commerce platforms is revolutionizing the way consumers purchase beauty products, including ammonium thioglycolate formulations. Online shopping provides convenience and accessibility, enabling consumers to explore a wider range of products. This trend has prompted brands to enhance their digital presence and invest in targeted online marketing strategies. By leveraging e-commerce, companies can reach a broader audience and increase sales, making it a vital driver of growth in the ammonium thioglycolate market.

Challenges in the ammonium thioglycolate market are:

Regulatory Compliance Complexity: Navigating the complexities of regulatory compliance poses a significant challenge for the ammonium thioglycolate market. Stricter regulations on cosmetic ingredients and manufacturing processes require companies to invest in thorough testing and documentation. This can result in increased operational costs and extended timeframes for product launches. Failure to comply with regulations can lead to penalties and damage to the brand's reputation. Companies must remain proactive in understanding and adapting to regulatory changes to mitigate these risks effectively.

Intense Market Competition: The ammonium thioglycolate market is becoming increasingly competitive, with numerous brands vying for consumer attention. This intense competition can lead to price pressures and reduced profit margins, challenging companies to differentiate their offerings effectively. Established brands may struggle to maintain market share against emerging players that offer innovative and niche products. To succeed, companies must continually innovate, focus on quality, and create compelling marketing strategies that resonate with their target audiences.

Supply Chain Vulnerabilities: Supply chain vulnerabilities present a significant challenge for the ammonium thioglycolate market. Fluctuations in the availability and cost of raw materials can disrupt production schedules and impact pricing strategies. Factors such as geopolitical tensions, trade restrictions, and natural disasters can exacerbate these issues. Companies must develop resilient supply chain strategies, including diversifying suppliers and considering local sourcing options, to mitigate risks and ensure stable production.

The ammonium thioglycolate market is influenced by various drivers, including growing consumer demand, technological advancements, regulatory support, rising awareness, and the expansion of e-commerce. However, challenges such as regulatory compliance complexity, intense competition, and supply chain vulnerabilities necessitate strategic planning and adaptability from market participants. By understanding these dynamics, stakeholders can better position themselves for success in this evolving market landscape.

List of Ammonium Thioglycolate Companies

Companies in the market compete on the basis of product quality offered. Major players

in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies ammonium thioglycolate companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the ammonium thioglycolate companies profiled in this report include-

Bruno Bock Group

Shandong Xinchang Chemical Technology

Qingdao ZKHT Chemical

Qingdao Ruchang

Qingdao Jiahua Chemical

Ammonium Thioglycolate by Segment

The study includes a forecast for the global ammonium thioglycolate market by type, application, and region.

Ammonium Thioglycolate Market by Type [Value from 2018 to 2030]:

?70%

?60%

?50%

Ammonium Thioglycolate Market by Application [Analysis by Value from 2018 to 2030]:

Hair Products

Completion Fluid

Ammonium Thioglycolate Market by Region [Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Ammonium Thioglycolate Market

The ammonium thioglycolate market has been experiencing significant developments globally, driven by its diverse applications in the cosmetics, pharmaceutical, and textile industries. This versatile compound, known for its hair straightening and perming properties, is gaining traction due to rising consumer demand for beauty and personal care products. Moreover, innovations in formulation and manufacturing processes are enhancing product quality and efficiency. Key markets in the United States, China, Germany, India, and Japan are witnessing notable advancements as manufacturers adapt to changing consumer preferences and regulatory requirements.

United States: In the United States, the ammonium thioglycolate market is expanding, driven primarily by the beauty and personal care sectors. Recent developments include the introduction of safer and more effective formulations in hair care products, catering to the growing demand for professional hair treatments. Companies are focusing on eco-friendly formulations that reduce environmental impact and enhance safety for consumers. Additionally, regulatory scrutiny is prompting manufacturers to invest in better quality assurance practices. Collaborations between brands and research institutions are also fostering innovation, aiming to develop next-generation products that meet the evolving needs of consumers.

China: China's ammonium thioglycolate market is witnessing robust growth, propelled by the booming beauty and personal care industry. With increasing disposable income and changing beauty standards, there is a heightened demand for hair treatments and styling products. Local manufacturers are investing in research and development to enhance product efficacy and safety. Furthermore, the regulatory environment is evolving, with new guidelines aimed

at improving product safety standards. This focus on safety is leading companies to develop formulations with lower concentrations of harmful chemicals, catering to the growing consumer preference for safer, high-quality beauty products.

Germany: In Germany, the ammonium thioglycolate market is characterized by a strong emphasis on quality and sustainability. The beauty industry is increasingly adopting eco-friendly formulations, prompting manufacturers to innovate and reduce the environmental footprint of their products. Recent developments include advancements in production processes that enhance product safety and efficacy while meeting stringent EU regulations. German companies are also focusing on transparency in ingredient sourcing, appealing to health-conscious consumers. Collaborations with research institutions are driving advancements in formulation technologies, positioning Germany as a leader in high-quality and sustainable beauty solutions in the European market.

India: India's ammonium thioglycolate market is expanding rapidly, fueled by the growing demand for professional hair care products and treatments. The rise of beauty salons and increased consumer awareness regarding personal grooming are significant factors driving market growth. Recent developments include the introduction of diverse product lines tailored to various hair types and concerns, enhancing accessibility for consumers. Local manufacturers are also focusing on developing formulations that comply with international safety standards, attracting a broader customer base. The government's support for the beauty industry is further promoting innovation and investment, positioning India as a key player in the global market.

Japan: In Japan, the ammonium thioglycolate market is influenced by cultural trends and a strong focus on innovation in beauty and personal care. The demand for high-quality hair treatment products is driving companies to invest in advanced formulation techniques that enhance product performance while ensuring safety. Recent developments include the incorporation of natural ingredients alongside ammonium thioglycolate to appeal to the growing segment of health-conscious consumers. Additionally, Japanese brands are prioritizing research and development to create unique offerings that cater to local beauty preferences. This focus on quality and innovation positions Japan as a competitive player in the Asian beauty market.

Features of the Global Ammonium Thioglycolate Market

Market Size Estimates: Ammonium thioglycolate market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Ammonium thioglycolate market size by type, application, and region in terms of value (\$B).

Regional Analysis: Ammonium thioglycolate market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the ammonium thioglycolate market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the ammonium thioglycolate market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the ammonium thioglycolate market by type (=70%, =60%, and =50%), application (hair products and completion fluid), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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