

Top Five Global Beauty Care Products Manufacturers: Performance, Strategies, and Competitive Analysis, May 2013

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Abstracts

The global beauty care products industry, which has experienced solid gains over the last five years, is expected to reach approximately \$264.2 billion in 2017. Increasing demand in the Asia Pacific (APAC) and Europe regions due to improving living standards in developing countries continue to drive the global industry's growth.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the leading global beauty care products manufacturers and presents its findings in "Top Five Global Beauty Care Products Manufacturers: Performance, Strategies, and Competitive Analysis." The report provides detailed insight into the performance of the top five beauty care products companies in the world. The analysis highlights the companies that perform the best among the group, and therefore illustrates leading performance standards. The strengths and weaknesses of the top five companies are covered in the report.

The beauty care products industry is consolidated as large players attempt to differentiate their products. Increasing population, growth in individual disposable income, and consumers' changing spending habits in recent years are the main reasons for the increased demand in the industry. Europe is the largest market in this industry. The global industry was slightly affected by recession in 2009 but began to recover in 2010-2011.

In its study, Lucintel profiles the following five beauty care products companies with detailed competitive assessments:

Avon Products, Inc.

L'Oreal S.A

The Estee Lauder Companies, Inc

The Procter and Gamble Company

Unilever PLC

As indicated in the report, APAC witnessed the highest growth during last five years due to high economic growth, increased domestic demand, and greater demand for high-quality premium cosmetics. Developing economies, such as Indonesia and the Philippines, experienced strong growth due to increased disposable income, which helped drive growth in the region.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market. To make business, investment, and strategic decisions, you need timely, useful information such as this market report contains.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global beauty care products manufacturer. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

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