

Top Five Global Hair Care Product Manufacturers: Performance, Strategies and Competitive Analysis, June 2013

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Abstracts

The global hair care products industry witnessed moderate growth during the last five years. The industry's key players are adopting corporate and marketing strategies such as research and innovation strategies in order to compete in this highly consolidated industry and develop various beauty care solutions customized for consumers in different regions of the world.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the hair care industry and presents its findings in **Top Five Global Hair Care Product Manufacturers: Performance, Strategies and Competitive Analysis**.

Increasing demand in the emerging countries of the Rest of the World and Asia Pacific regions due to population growth and greater disposable income has bolstered the industry's growth.

Lucintel's study indicates that growing demand for private label products and intense competition can reduce the sales volume and hamper the global market as well as the total revenue of the industry. The global economic slowdown and vague recovery scenarios are likely to create challenges for the industry over the next few years.

The report analyzes the industry's major drivers. Strong brand recognition enables the industry to increase customer base and market share due to strong marketing and advertising strategies. Increased demand for innovative products in the US provides an opportunity to the key players to gain profitability by leveraging their brand and global presence.

The study gives a brief overview of the top global hair care manufacturers:

Colgate-Palmolive

Henkel AG & Co KGaA

L'Oreal S.A.

The Procter & Gamble Company

Unilever PLC

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five global hair care products manufacturers and provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It helps current suppliers realistically assess their capabilities vis-a-vis leading competitors.

This study provides industry leaders with a competitive benchmarking of the world's top five hair care product manufacturers companies. The study provides up-to-date information on the market share, profit margins, capabilities, and business strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global hair care product manufacturers companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

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