

Haircare in China

<https://marketpublishers.com/r/H11969A6E2CEN.html>

Date: May 2020

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: H11969A6E2CEN

Abstracts

Haircare in China

SUMMARY

Haircare in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The haircare market consists of retail sales of shampoo, conditioner, hair colorants, hair loss treatments, perms and relaxers, styling agents and salon hair care. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Chinese haircare market had total revenues of \$11,273.9m in 2019, having registered a compound annual growth rate (CAGR) of 4.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.4% between 2015 and 2019, to reach a total of 2,437.6 million units in 2019.

The Chinese haircare market accounted for 38.7% of the total Asia-Pacific haircare market value in 2019.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in China

Leading company profiles reveal details of key haircare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China haircare market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China haircare market by value in 2019?

What will be the size of the China haircare market in 2024?

What factors are affecting the strength of competition in the China haircare market?

How has the market performed over the last five years?

Who are the top competitors in China's haircare market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Chinese haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2015-2019)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the Chinese feminine hygiene market in recent years?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Unicharm Corporation
- 8.3. Unilever NV

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China haircare market value: \$ million, 2015-19
- Table 2: China haircare market volume: million units, 2015-19
- Table 3: China haircare market category segmentation: \$ million, 2019
- Table 4: China haircare market geography segmentation: \$ million, 2019
- Table 5: China haircare market distribution: % share, by value, 2019
- Table 6: China haircare market value forecast: \$ million, 2019-24
- Table 7: China haircare market volume forecast: million units, 2019-24
- Table 8: China haircare market share: % share, by value, 2019
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Unicharm Corporation: key facts
- Table 14: Unicharm Corporation: Annual Financial Ratios
- Table 15: Unicharm Corporation: Key Employees
- Table 16: Unicharm Corporation: Key Employees Continued
- Table 17: Unilever NV: key facts
- Table 18: Unilever NV: Annual Financial Ratios
- Table 19: Unilever NV: Key Employees
- Table 20: Unilever NV: Key Employees Continued
- Table 21: China size of population (million), 2015-19
- Table 22: China gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: China gdp (current prices, \$ billion), 2015-19
- Table 24: China inflation, 2015-19
- Table 25: China consumer price index (absolute), 2015-19
- Table 26: China exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: China haircare market value: \$ million, 2015-19

Figure 2: China haircare market volume: million units, 2015-19

Figure 3: China haircare market category segmentation: % share, by value, 2019

Figure 4: China haircare market geography segmentation: % share, by value, 2019

Figure 5: China haircare market distribution: % share, by value, 2019

Figure 6: China haircare market value forecast: \$ million, 2019-24

Figure 7: China haircare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the haircare market in China, 2019

Figure 9: Drivers of buyer power in the haircare market in China, 2019

Figure 10: Drivers of supplier power in the haircare market in China, 2019

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in China, 2019

Figure 12: Factors influencing the threat of substitutes in the haircare market in China, 2019

Figure 13: Drivers of degree of rivalry in the haircare market in China, 2019

Figure 14: China haircare market share: % share, by value, 2019

I would like to order

Product name: Haircare in China

Product link: <https://marketpublishers.com/r/H11969A6E2CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H11969A6E2CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970