

Cosmetic Products Market by Type (Skin, Hair, Sun, Oral, Fragrance, Color, Soap, Bath, Shower, Personal Hygiene), Distribution Channel (Supermarket, Pharmacy, Departmental, Specialty, Direct, Internet, Salon) & Geography - Global Trends & Forecasts to 2019

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Abstracts

Cosmetics are manufactured using both synthetic and natural ingredients to enhance the appearance and also to maintain personal hygiene. Cosmetic product manufacturers follow certain guidelines specified by government agencies to guarantee product safety. Increasing consumer consciousness about grooming and changing fashion trends have led to tremendous growth of the cosmetic products market.

This report provides detailed analysis of the different types of cosmetic products. The cosmetic products segment includes market size as per the type of cosmetics, distribution channels, and geography. The cosmetic products market by types has been further sub-segmented on the basis of geography. This includes regions such as North America, Europe, Asia-Pacific, and Rest of the World (ROW). The market is further segmented on the basis of the key countries in each region. The market was segmented even further as per the important distribution channels of cosmetic products. In 2013, the cosmetic products market was dominated by skin-care products with whitening creams, anti-wrinkle creams, and others being the most widely used by consumers.

This report further provides analysis of the leading players, with a clear insight and analysis of the development strategies preferred by the market players. The key players such as The Est?e Lauder Companies, Inc. (U.S.), the L'Oreal Group (France), Avon

Products, Inc. (U.S.), and others have been profiled in this report. It was observed that the key market players preferred new product launches and expansion as their development strategies.

FIGURE 1 COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2013 VS. 2019 (\$BILLION) p - Projected Source: MarketsandMarkets Analysis

The cosmetic products market value is projected to grow at a CAGR of 6.3% from 2012 to 2019 to reach \$ 635.7 billion. In 2013, the market was dominated by Europe, owing to innovations in new color cosmetics, skin-specific treatments, and development of unique formulas for cosmetic products. Skin-care was the largest cosmetic products in Europe, driven by growing demand for multi-feature products, such as moisturizers with sun protection or anti-aging properties.

Contents

1 INTRODUCTION

1.1 KEY TAKE-AWAYS

1.2 REPORT DESCRIPTION

1.3 MARKETS COVERED

1.4 STAKEHOLDERS

1.5 RESEARCH METHODOLOGY

1.5.1 MARKET SIZE ESTIMATION

1.5.1.1 Market Crackdown & Data Triangulation

1.5.1.2 Bifurcation of the years considered for Food Diagnostics Market

1.5.1.3 Assumptions Made for Cosmetic Products Market

1.5.1.4 Key Data Points Taken from Secondary Sources

1.5.1.5 Key Data Points Taken from Primary Sources

2 EXECUTIVE SUMMARY

3 PREMIUM INSIGHTS

4 INDUSTRY ANALYSIS

4.1 INTRODUCTION

4.1.1 HISTORY OF COSMETICS

4.2 SUPPLY CHAIN ANALYSIS

4.3 MARKET TRENDS

4.3.1 MINERAL-ENRICHED SKIN CARE COSMETIC PRODUCTS ARE IN DEMAND

4.3.2 FASHION TRENDS DRIVE THE COLOR COSMETICS MARKET GROWTH

4.3.3 FRAGRANCE

4.3.4 VARIETIES OF HAIR CARE PRODUCT CATEGORIES

4.3.5 NAIL CARE

4.3.6 NATURAL & GREEN-LABELED COSMETICS A POTENTIAL SEGMENT IN THE MARKET

4.4 MARKET SHARE ANALYSIS

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 HISTORY & EVOLUTION

5.3 RELATED MARKETS

5.3.1 SPECIALTY CHEMICALS INDUSTRY

6 MARKET ANALYSIS

6.1 INTRODUCTION

6.2 WINNING IMPERATIVES

6.2.1 R&D INITIATIVES & INNOVATIONS ENABLES COMPANY TO MAINTAIN GLOBAL COMPETITIVENESS

6.2.2 COMPANIES USE DIRECT SELLING APPROACH TO INCREASE THEIR PENETRATION IN THE REMOTE REGIONS

6.3 BURNING ISSUE

6.3.1 COUNTERFEIT GOODS

6.4 IMPACT ANALYSIS

6.4.1 DRIVERS

6.4.1.1 Increase of Aging Population

6.4.1.2 Change in the Consumer Standard of Living due to Strengthening of Economy & Globalization

6.4.1.3 'On-the-Go' Lifestyle of Consumers

6.4.1.4 Cosmetic Packaging Solutions that Result in Easy Application

6.4.1.5 Smaller Pack Sizes in the Market Helps to Increase the Cosmetic Consumption Volume

6.4.2 RESTRAINTS

6.4.2.1 Advanced Medical Technology Assist in Consumer Beauty Treatment

6.4.2.2 Restricted Application of a Few Ingredients in Cosmetic Products

6.4.3 OPPORTUNITIES

6.4.3.1 New Cosmetic Product Development

6.4.3.2 Potential Emerging Market for Cosmetic Products

6.4.3.3 Collaboration of Leading Cosmetic Players with Cosmetic Healthcare Sector

6.5 PORTER'S FIVE FORCES ANALYSIS

6.5.1 DEGREE OF COMPETITION

6.5.2 BARGAINING POWER OF SUPPLIERS

6.5.3 BARGAINING POWER OF BUYERS

6.5.4 THREAT OF SUBSTITUTES

6.5.5 THREAT OF NEW ENTRANTS

7 COSMETIC PRODUCTS MARKET, BY TYPE

7.1 INTRODUCTION

Cosmetic Products Market by Type (Skin, Hair, Sun, Oral, Fragrance, Color, Soap, Bath, Shower, Personal Hygien...

- 7.2 SKIN CARE PRODUCTS
- 7.3 HAIR CARE PRODUCTS
- 7.4 FRAGRANCES & DEODORANTS
- 7.5 PERSONAL HYGIENE PRODUCTS
- 7.6 COLOR COSMETIC PRODUCTS:
- 7.7 ORAL HYGIENE PRODUCTS
- 7.8 SOAP, BATH & SHOWER PRODUCTS
- 7.9 SUN CARE PRODUCTS
- 7.1 OTHER COSMETIC PRODUCTS

8 COSMETIC PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 INTRODUCTION
- 8.2 SUPERMARKETS
- 8.3 PHARMACY & DRUG STORES
- 8.4 DEPARTMENT STORES
- 8.5 DIRECT SELLING
- 8.6 SPECIALTY STORES
- 8.7 BEAUTY SALONS
- 8.8 INTERNET RETAILING
- 8.9 OTHER DISTRIBUTION CHANNELS
- 8.1 NORTH AMERICA
 - 8.10.1 U.S.
 - 8.10.2 CANADA
 - 8.10.3 MEXICO
- 8.11 EUROPE
 - 8.11.1 U.K.
 - 8.11.2 ITALY
 - 8.11.3 GERMANY
 - 8.11.4 SPAIN
 - 8.11.5 FRANCE
 - 8.11.6 RUSSIA
 - 8.11.7 OTHER EUROPEAN COUNTRIES
- 8.12 ASIA-PACIFIC
 - 8.12.1 CHINA
 - 8.12.2 JAPAN
 - 8.12.3 INDIA
 - 8.12.4 KOREA
 - 8.12.5 TAIWAN

8.12.6 AUSTRALIA

8.12.7 OTHER ASIA-PACIFIC COUNTRIES

8.13 ROW

8.13.1 LATIN AMERICA (EXCEPT BRAZIL & CHILE)

8.13.2 BRAZIL

8.13.3 CHILE

8.13.4 THE MIDDLE EAST

8.13.5 OTHER ROW COUNTRIES

9 COSMETIC PRODUCTS MARKET, BY GEOGRAPHY

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.2.1 U.S.

9.2.2 CANADA

9.2.3 MEXICO

9.3 EUROPE

9.3.1 U.K.

9.3.2 ITALY

9.3.3 GERMANY

9.3.4 SPAIN

9.3.5 FRANCE

9.3.6 RUSSIA

9.3.7 OTHER EUROPEAN COUNTRIES

9.4 ASIA-PACIFIC

9.4.1 INDIA

9.4.2 CHINA

9.4.3 KOREA

9.4.4 TAIWAN

9.4.5 JAPAN

9.4.6 AUSTRALIA

9.4.7 OTHER ASIA-PACIFIC COUNTRIES

9.5 ROW

9.5.1 LATIN AMERICA

9.5.2 BRAZIL

9.5.3 CHILE

9.5.4 THE MIDDLE EAST

9.5.5 OTHER ROW COUNTRIES

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION

10.1.1 COSMETIC PRODUCTS: HIGHLY COMPETITIVE MARKET

10.2 NEW PRODUCT/TECHNOLOGY LAUNCHES-MOST PREFERRED STRATEGIC APPROACH

10.3 KEY MARKET STRATEGIES

10.4 MERGERS & ACQUISITIONS

10.5 AGREEMENTS, PARTNERSHIPS & COLLABORATIONS

10.6 NEW PRODUCT/TECHNOLOGY LAUNCHES

10.7 EXPANSIONS AND INVESTMENTS

11 COMPANY PROFILES (COMPANY AT A GLANCE, RECENT FINANCIALS, PRODUCTS & SERVICES, STRATEGIES & INSIGHTS, & RECENT DEVELOPMENTS)

11.1 ALTICOR INC.

11.2 AVON PRODUCTS INC.

11.3 KAO CORP.

11.4 L'OR?AL GROUP

11.5 MARY KAY INC.

11.6 ORIFLAME COSMETICS S.A.

11.7 PROCTER & GAMBLE CO.

11.8 REVLON INC.

11.9 SHISEIDO CO. LTD.

11.1 SKINFOOD

11.11 THE EST?E LAUDER COMPANIES INC. (Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.)

APPENDIX

? MERGERS & ACQUISITIONS

? NEW PRODUCT/TECHNOLOGY LAUNCHES

? INVESTMENTS & EXPANSIONS

? AGREEMENTS, PARTNERSHIPS & COLLABORATIONS

List Of Tables

LIST OF TABLES

TABLE 1 COSMETIC PRODUCTS: MARKET ESTIMATION

TABLE 2 RESTRICTED COSMETIC INGREDIENTS UNDER FDA REGULATION & THEIR DESCRIPTIONS

TABLE 3 COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 4 SKIN CARE: PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 5 HAIR CARE: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 6 FRAGRANCES & DEODORANTS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 7 PERSONAL HYGIENE: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 8 COLOR COSMETICS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 9 ORAL HYGIENE PRODUCTS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 10 SOAP, BATH & SHOWER PRODUCTS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 11 SUN CARE PRODUCTS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 12 OTHERS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 13 COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 14 SUPERMARKETS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 15 PHARMACY & DRUG STORES: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 16 DEPARTMENT STORES: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 17 DIRECT SELLING: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 18 SPECIALTY STORES: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 19 BEAUTY SALONS: COSMETIC PRODUCTS MARKET SIZE, BY

GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 20 INTERNET RETAILING: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 21 OTHERS: COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012-2019 (\$BILLION)

TABLE 22 NORTH AMERICA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 23 U.S.: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019, (\$BILLION)

TABLE 24 CANADA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019, (\$BILLION)

TABLE 25 MEXICO: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 26 EUROPE: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 27 U.K.: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 28 ITALY: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 29 GERMANY: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 30 SPAIN: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 31 FRANCE: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019, 2012–2019 (\$BILLION)

TABLE 32 RUSSIA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 33 OTHER EUROPEAN COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 34 ASIA-PACIFIC: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 35 CHINA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 36 JAPAN: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 37 INDIA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 38 KOREA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 39 TAIWAN: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 40 AUSTRALIA: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 41 OTHER ASIA-PACIFIC COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 42 ROW: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 43 LATIN-AMERICA (EXCEPT BRAZIL & CHILE): COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2012–2019 (\$BILLION)

TABLE 44 BRAZIL: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL (\$BILLION)

TABLE 45 CHILE: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL (\$BILLION)

TABLE 46 THE MIDDLE EAST: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL (\$BILLION)

TABLE 47 OTHER ROW COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL (\$BILLION)

TABLE 48 COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2012–2019 (\$BILLION)

TABLE 49 NORTH AMERICA: COSMETIC PRODUCTS MARKET SIZE, BY COUNTRY, 2012-2019 (\$BILLION)

TABLE 50 NORTH AMERICA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 51 U.S.: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 52 CANADA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 53 MEXICO: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 54 EUROPE: COSMETIC PRODUCTS MARKET SIZE, BY COUNTRY, 2012-2019 (\$BILLION)

TABLE 55 EUROPE: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 56 U.K.: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 57 ITALY: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 58 GERMANY: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019

(\$BILLION)

TABLE 59 SPAIN: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019

(\$BILLION)

TABLE 60 FRANCE: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019

(\$BILLION)

TABLE 61 RUSSIA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019

(\$BILLION)

TABLE 62 OTHER EUROPEAN COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 63 ASIA-PACIFIC: COSMETIC PRODUCTS MARKET SIZE, BY COUNTRY, 2012-2019 (\$BILLION)

TABLE 64 ASIA-PACIFIC: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 65 INDIA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 66 CHINA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 67 KOREA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012- 2019 (\$BILLION)

TABLE 68 TAIWAN: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 69 JAPAN: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 70 AUSTRALIA: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 71 OTHER ASIA-PACIFIC COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 72 ROW: COSMETIC PRODUCTS MARKET SIZE, BY REGION/COUNTRY, 2012-2019 (\$BILLION)

TABLE 73 ROW: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 74 LATIN AMERICA (EXCEPT BRAZIL & CHILE): COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 75 BRAZIL: COSMETIC PRODUCTS MARKET SIZE BY TYPE, 2012-2019 (\$BILLION)

TABLE 76 CHILE: COSMETIC PRODUCTS MARKET SIZE BY TYPE, 2012-2019 (\$BILLION)

TABLE 77 THE MIDDLE EAST: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012–2019 (\$BILLION)

TABLE 78 OTHER ROW COUNTRIES: COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2012-2019 (\$BILLION)

TABLE 79 MERGERS & ACQUISITIONS, 2010–2013

TABLE 80 AGREEMENTS, PARTNERSHIPS & COLLABORATIONS, 2011–2014

TABLE 81 NEW PRODUCT/TECHNOLOGY LAUNCHES, 2010-2013

TABLE 82 EXPANSIONS AND INVESTMENTS, 2011–2013

TABLE 83 AMWAY: PRODUCTS & THEIR DESCRIPTION

TABLE 84 AVON: PRODUCTS & THEIR DESCRIPTION

TABLE 85 KAO: PRODUCTS & THEIR DESCRIPTION

TABLE 86 L'OREAL: PRODUCTS & THEIR DESCRIPTION

TABLE 87 MARY KAY: PRODUCTS & THEIR DESCRIPTION

TABLE 88 ORIFLAME: PRODUCTS & THEIR DESCRIPTION

TABLE 89 PROCTER & GAMBLE: PRODUCTS & THEIR DESCRIPTION

TABLE 90 REVLON: PRODUCTS & THEIR DESCRIPTION

TABLE 91 SHISEIDO: PRODUCTS & THEIR BRANDS

TABLE 92 SKINFOOD: PRODUCTS & THEIR DESCRIPTION

TABLE 93 EST?E LAUDER: PRODUCTS & THEIR DESCRIPTION

TABLE 94 MERGERS & ACQUISITIONS, 2009-2013

TABLE 95 NEW PRODUCT/TECHNOLOGY LAUNCHES, 2009-2013

TABLE 96 INVESTMENTS & EXPANSIONS, 2009-2014

TABLE 97 AGREEMENTS, PARTNERSHIPS & COLLABORATIONS, 2009-2014

List Of Figures

LIST OF FIGURES

FIGURE 1 RESEARCH METHODOLOGY

FIGURE 2 COSMETICS PRODUCTS: MARKET SIZE ESTIMATION METHODOLOGY

FIGURE 3 DATA TRIANGULATION METHODOLOGY

FIGURE 4 COSMETIC PRODUCTS MARKET SHARE (VALUE), BY GEOGRAPHY, 2013

FIGURE 5 COSMETIC PRODUCTS MARKET SEGMENTATION

FIGURE 6 COSMETIC PRODUCTS MARKET SIZE, BY GEOGRAPHY, 2013 VS. 2019 (\$BILLION)

FIGURE 7 COSMETIC PRODUCTS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2013 VS. 2019 (\$BILLION)

FIGURE 8 COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2013

FIGURE 9 COSMETIC PRODUCTS MARKET LIFE CYCLE, BY GEOGRAPHY, 2013 VS. 2019

FIGURE 10 COSMETIC PRODUCTS DYNAMICS: DRIVERS, RESTRAINTS, OPPORTUNITIES, & TRENDS

FIGURE 11 COSMETIC PRODUCTS MARKET DEVELOPMENT, BY COMPANY & STRATEGY, 2009–2014

FIGURE 12 COSMETIC PRODUCTS SUPPLY CHAIN ANALYSIS

FIGURE 13 MARKET SHARE ANALYSIS, BY COMPANY, 2013

FIGURE 14 TIMELINE FOR EVOLUTION OF COSMETICS

FIGURE 15 SPECIALTY CHEMICALS MARKET, 2012

FIGURE 16 R&D TRENDS IN THE COSMETICS MARKET

FIGURE 17 DIRECT SALES APPROACH

FIGURE 18 COSMETICS MARKET IMPACT ANALYSIS

FIGURE 19 COSMETIC CONSUMPTION SHARE, BY AGE GROUP, 2012

FIGURE 20 COSMETICS MARKET PORTER'S FIVE FORCES ANALYSIS

FIGURE 21 NORTH AMERICA: ORAL HYGIENE PRODUCTS MARKET, BY PRODUCT TYPE, (\$BILLION), 2013

FIGURE 22 COSMETIC PRODUCTS MARKET SHARE, BY DISTRIBUTION CHANNEL, (VALUE), 2013

FIGURE 23 TRADITIONAL DISTRIBUTION CHANNEL

FIGURE 24 INTERNATIONAL DISTRIBUTION CHANNEL FOR COSMETICS

FIGURE 25 CANADIAN COSMETIC PRODUCTS MARKET SHARE (VALUE), 2013

FIGURE 26 EUROPEAN COSMETIC PRODUCTS MARKET SHARE (VALUE), BY COUNTRY, 2013

FIGURE 27 THE U.K. COSMETIC PRODUCTS EXPORT, 2013

FIGURE 28 ITALIAN COSMETIC PRODUCTS MARKET SIZE, BY TYPE, 2013-2019
(\$BILLION)

FIGURE 29 COSMETIC IMPORTS TO RUSSIA, 2011

FIGURE 30 COSMETIC PRODUCTS MARKET DEVELOPMENTS, 2009-2014

FIGURE 31 COSMETIC PRODUCTS MARKET SHARE, BY GROWTH STRATEGY,
2009–2014

FIGURE 32 COSMETIC PRODUCTS MARKET DEVELOPMENTS, BY GROWTH
STRATEGY, 2009–2014

FIGURE 33 COSMETIC PRODUCTS MARKET DEVELOPMENT STRATEGIES, BY
COMPANY, 2009–2014

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