

Singapore Cosmetic Market Forecast to 2020

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Abstracts

Singapore is one of the preferred destinations for global cosmetic players in the Southeast Asian region. Rising concern and awareness about beauty and personal care issues, is among the main driving force behind Singapore cosmetic growth spurt. Further, rising per capita disposable income for women is also accelerating the cosmetic sales in Singapore. Moreover, the foreign cosmetic players, who are dominating cosmetic industry, are also investing significantly in research and development in order to launch new brands and to sustain in intense competition present in beauty and personal care in the country.

Our recent market research report, "Singapore Cosmetic Market Forecast to 2020", provides in-depth study on the cosmetic industry and potential market areas of growth in Singapore. Further, the major trends have being identified for understanding the direction of growth in the cosmetics industry, which has been witnessing significant growth. The cosmetics market in the country is expected to grow at a CAGR of around 5% during 2016-2020. Our research is an outcome of extensive primary & secondary research. For the study, we have analyzed industry expert insights from existing players, supplier and distributor etc. in order to build our understanding of the overall cosmetic industry in Singapore, and to explore opportunity in the prevailing market.

In the report, we have studied the Singapore cosmetics industry in terms of its market size and its segments including skincare, fragrance, hair care and colour cosmetic, which is forecasted till 2020. Additionally, we have studied each segment by its component and by leading players. Also, the report covers the market potential area that includes hair and beauty salon market, spa industry and cosmetic surgery market. The report includes the distribution channel and market entry strategies for foreign cosmetic companies in Singapore.

The report also covers the regulatory framework for cosmetic industry in the country,

including the licensing procedure for foreign players with fee details and import duties, etc. In addition, consumer behavior analysis has been done to understand the demographics, preference and brand loyalty of customers towards cosmetic products.

Moreover, the report also includes business overview, product category, and strength & weakness of key industry players, along with comprehensive outlook of the sector's present and future scenario. Overall, the report is a result of extensive research and prudent analysis, and will be offering suitable knowledge base to those who are interested in this industry in Singapore.

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