

Initiatives of players in the styling and grooming market India 2013

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Abstracts

Executive Summary

The styling and grooming sector in India is seeing initiatives from players in all aspects. While some are concentrating on expanding their product portfolio, others are doing targeted campaigns leveraging the digital media.

The sector is also witnessing innovation keeping in mind the convenience of their busy target consumers. Leading players such as Panasonic have lately increased their advertising and marketing spends along with overhauling their retail strategy.

Why should the report be purchased?

The report “Initiatives of players in the styling and grooming market India 2013” analyses the styling and grooming sector and highlights the initiatives being taken by the major players. The current market scenario and future prospects of the sector has also been examined. The report consists of latest research along with most current verbatim of industry experts.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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