

Personal Hygiene/ Personal Care: China Industry Guide

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Description

Datamonitor's Personal Hygiene/ Personal Care: China Industry Guide is an essential resource for top-level data and analysis covering the China Personal Hygiene/ Personal Care industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis with distinct chapters for Facial Care, Fragrances, Haircare, Make-up, Personal Hygiene and Suncare

Scope of the Report

- * Contains an executive summary and data on value, volume and segmentation for Facial Care, Fragrances, Haircare, Make-up, Personal Hygiene and Suncare
- * Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- * Incorporates in-depth five forces competitive environment analysis and scorecards
- * Includes five-year forecasts for Facial Care, Fragrances, Haircare, Make-up, Personal Hygiene and Suncare

Highlights

- * The Chinese facial care market generated total revenues of \$1.9 billion in 2007, this representing a compound annual growth rate (CAGR) of 4.6% for the period spanning 2003-2007.
- * The Chinese fragrances market generated total revenues of \$488.7 million in 2008, representing a compound annual growth rate (CAGR) of 10.4% for the period spanning 2004-2008.
- * The Chinese haircare market generated total revenues of \$1.8 billion in 2007, representing a compound annual growth rate (CAGR) of 7% for the period spanning 2003-2007.
- * The Chinese make-up market generated total revenues of \$816.2 million in 2007, representing a compound annual growth rate (CAGR) of 10.5% for the period spanning 2003-2007.
- * The Chinese personal hygiene market generated total revenues of \$1.8 billion in 2007, representing a compound annual growth rate (CAGR) of 10.6% for the period spanning 2003-2007.
- * The Chinese suncare market generated total revenues of \$549.3 million in 2007, this representing a compound annual growth rate (CAGR) of 6.3% for the period spanning 2003-2007.

Why you should buy this report

- * Spot future trends and developments
- * Inform your business decisions
- * Add weight to presentations and marketing materials
- * Save time carrying out entry-level research

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