

## Personal Hygiene/ Personal Care: Europe Industry Guide

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### Description

Datamonitor's Personal Hygiene/ Personal Care: Europe Industry Guide is an essential resource for top-level data and analysis covering the Europe 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 Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare and Suncare

### Scope of the Report

- \* Contains an executive summary and data on value, volume and segmentation for Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare 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 Bath & Shower Products, Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-up, Oral Hygiene, Personal Hygiene, Skincare and Suncare

### Highlights

- \* The European bath and shower market generated total revenues of \$4.6 billion in 2008, representing a compound annual growth rate (CAGR) of 2.3% for the period spanning 2004-2008.
- \* The European deodorant market generated total revenues of \$4.6 billion in 2008, representing a compound annual growth rate (CAGR) of 3.1% for the period spanning 2004-2008.
- \* The European facial care market generated total revenues of \$11.3 billion in 2008, representing a compound annual growth rate (CAGR) of 4.5% for the period spanning 2004-2008.
- \* The European fragrances market generated total revenues of \$13.5 billion in 2008, representing a compound annual growth rate (CAGR) of 2.4% for the period spanning 2004-2008.
- \* The European haircare market generated total revenues of \$13.4 billion in 2007, representing a compound annual growth rate (CAGR) of 2.2% for the period spanning 2003-2007.
- \* The European hand and body care market generated total revenues of \$4.3 billion in 2008, representing a compound annual growth rate (CAGR) of 5.1% for the period spanning 2004-2008. The European make-up market generated total revenues of \$10.3 billion in 2007, representing a compound annual growth rate (CAGR) of 4% for the period spanning 2003-2007.
- \* The European oral hygiene market generated total revenues of \$8.5 billion in 2008, representing a compound annual growth rate (CAGR) of 2.5% for the period spanning 2004-2008.
- \* The European personal hygiene market generated total revenues of \$11.3 billion in 2007, representing a compound annual growth rate (CAGR) of 2.7% for the period spanning 2003-2007.
- \* The European skincare market generated total revenues of \$18.6 billion in 2007, representing a compound annual growth

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rate (CAGR) of 4.6% for the period spanning 2003-2007.

\* The European market generated total revenues of \$2.5 billion in 2008, representing a compound annual growth rate (CAGR) of 3.2% for the period spanning 2004-2008.

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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Swift code: HANDSESS

IBAN number: SE74 6000 0000 0000 4352 1169

Bank Address: Handelsbanken, Stockholm, Sweden

If you have a Marketing Code please enter it below:

Marketing Code: \_\_\_\_\_

Please supply purchase order number if needed:

\* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, Gmail)

Please note that by ordering from BioMarket Group you are agreeing to our Terms and Conditions at

<http://www.biomarketgroup.com/index.php/biomarket-group-full-terms-and-conditions>

**Please fax this form to: +46-8-56849191**