

## Personal Hygiene/ Personal Care: Germany Industry Guide

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### Description

Datamonitor's Personal Hygiene/ Personal Care: Germany Industry Guide is an essential resource for top-level data and analysis covering the Germany 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 German bath and shower market generated total revenues of \$966.2 million in 2008, representing a compound annual growth rate (CAGR) of 3% for the period spanning 2004-2008.
- \* The German deodorants market generated total revenues of \$986.4 million in 2008, representing a compound annual growth rate (CAGR) of 0.1% for the period spanning 2004-2008.
- \* The German facial care market generated total revenues of \$1.8 billion in 2008, representing a compound annual growth rate (CAGR) of 3.4% for the period spanning 2004-2008.
- \* The German fragrances market generated total revenues of \$2.2 billion in 2008, representing a compound annual growth rate (CAGR) of 0.3% for the period spanning 2004-2008.
- \* The German haircare market generated total revenues of \$2.9 billion in 2007, representing a compound annual growth rate (CAGR) of 0.4% for the period spanning 2003-2007.
- \* The German hand and body care market generated total revenues of \$982.4 million in 2008, representing a compound annual growth rate (CAGR) of 2.3% for the period spanning 2004-2008. The German make-up market generated total revenues of \$1.5 billion in 2007, representing a compound annual growth rate (CAGR) of 1.2% for the period spanning 2003-2007.
- \* The German oral hygiene market generated total revenues of \$1.3 billion in 2008, representing a compound annual growth rate (CAGR) of 0.9% for the period spanning 2004-2008.
- \* The German personal hygiene market generated total revenues of \$2.1 billion in 2007, representing a compound annual growth rate (CAGR) of 1.2% for the period spanning 2003-2007.
- \* The German skincare market generated total revenues of \$3.3 billion in 2007, representing a compound annual growth

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rate (CAGR) of 3% for the period spanning 2003-2007.

\* The German market generated total revenues of \$309.5 million in 2008, representing a compound annual rate of change (CARC) of -0.6% 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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Expiry Date (MM/YY): \_\_\_\_\_

Card Number: \_\_\_\_\_

CVV Number: \_\_\_\_\_

**Pay by check:**

Please post the check, accompanied by this form, to:

BioMarket Group

Björnnäsvägen 21

11419 STOCKHOLM

SWEDEN

**Pay by wire transfer:** Please transfer funds to:

Account number: 43521169

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:

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