

## Personal Hygiene/ Personal Care: Portugal Industry Guide

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### Description

Datamonitor's Personal Hygiene/ Personal Care: Portugal Industry Guide is an essential resource for top-level data and analysis covering the Portugal 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 Deodorants, Facial Care, Fragrances, Haircare, Hand & Body Care, Make-Up, Personal Hygiene, Skincare, Soap and Suncare

### Scope of the Report

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

### Highlights

- \* The Portuguese deodorants market generated total revenues of \$79.9 million in 2007, representing a compound annual growth rate (CAGR) of 2.6% for the period spanning 2003-2007.
- \* The Portuguese facial care market generated total revenues of \$138.7 million in 2007, representing a compound annual growth rate (CAGR) of 3.4% for the period spanning 2003-2007.
- \* The Portuguese fragrances market generated total revenues of \$226.1 million in 2007, representing a compound annual growth rate (CAGR) of 3.4% for the period spanning 2003-2007.
- \* The Portuguese haircare market generated total revenues of \$263.9 million in 2007, representing a compound annual growth rate (CAGR) of 2.2% for the period spanning 2003-2007.
- \* The Portuguese hand and body care market generated total revenues of \$25.8 million in 2007, representing a compound annual growth rate (CAGR) of 5.8% for the period spanning 2003-2007.
- \* The Portuguese make-up market consumption volumes increased with a CAGR of 1.1% between 2003-2007, to reach a total of 13.5 million units in 2007. The Portuguese personal hygiene market consumption volumes declined with a compound annual rate of change (CARC) of -0.5% between 2003-2007, to reach a total value of 66.1 million units in 2007.
- \* Portuguese skincare consumption volumes increased with a CAGR of 2.4% between 2003-2007, to reach a total of 28.2 million units in 2007.
- \* The Portuguese soap market consumption volumes declined with a CARC of -4% between 2003-2007, to reach a total of 26.7 million units in 2007.
- \* The Portuguese suncare market generated total revenues of \$17.1 million in 2007, representing a compound annual growth rate (CAGR) of 1.4% 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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