

Skincare in Denmark Market to reach \$22.3 million with 6.2% CAGR L'Oréal and Shiseido and Forecast to 2022

Skincare in Denmark Market to reach \$22.3 million with 6.2% CAGR (L'Oréal and Shiseido) Analysis and Forecast to 2022

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Summary

The Skincare market in Denmark will register higher growth in value terms during 2015-2020. Facial Care is the leading category both in value and volume terms as on 2015.

Hypermarkets & Supermarkets is the leading distribution channel in Denmark's Skincare market.

Key Findings

- The Skincare market in Denmark registered a CAGR of 6.2% during 2010-2015.
- The Skincare market in Denmark totalled 22.3 million units in volume terms as on 2015.
- Hypermarkets & Supermarkets is the leading distribution channel in Denmark's Skincare market.
- Screw Top is the most commonly used closure type in the Skincare market.
- L'Oréal and Shiseido are the leading brands of Body Care products in Denmark.

Synopsis

Consumer and Market Insights report on the Skincare market in Denmark provides insights on high growth categories to target, trends in the usage of packaging materials, types and closures category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2010-2020
- Category coverage: Value and growth analysis for Body Care, Depilatories, Facial Care, Hand Care, and Make-Up Remover with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels, including private label growth analysis from 2012-2015
- Distribution data: Percentage of sales within each category through distribution channels such as Hypermarkets & Supermarkets, Convenience Stores, Health & Beauty Stores and others in 2014
- Packaging data: consumption breakdown for packaging materials and containers in each



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category, in terms of percentage share of number of units sold. Packaging material data for Rigid Plastics, Flexible Packaging, Glass, and others; container data for: Bottle, Tube, Jar, and others

Reasons to Buy

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

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