

# Personalization Global Market 2017: Key Players Mala Vida, Yamanashi, L'Oreal, Lipton, Heineken

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*Personalization Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts*

PUNE, INDIA, December 14, 2017 /EINPresswire.com/ -- Summary

"TrendSights Analysis: [Personalization](#)", is TrendSights series and explores how brands can provide a superior and more unique fit for specific consumer segments.

Personalization is an essential attribute to consider for brands seeking to target today's individualistic consumers. More specialized and differentiated products are being introduced in order to optimally cater for different age, gender, and ethnic groups, as well as the lifestyle benefits sought by more demanding consumers.

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## Companies mentioned

Mala Vida

Yamanashi

L'Oreal

Lipton

Clinique

Happyal

Dreft

Burberry

Woodside AC

Puma Fragrance

Tarte Cosmetics

Absolut Vodka

Rimmel

Comfort

Schwarzkopf

Heineken

Bulletproof

Benevo

Colgate

Pet ...

### Scope

- 43% of consumers globally have a more favorable perception of products featuring claims personalized to their needs.
- Personalization benefits rank among the top 10 factors that would encourage consumers to buy luxury/premium products.
- Brands should consider updating traditional personalization approaches, such as by demographic, through combining lifestyle cues alongside conventional segmentation.

### Reasons to buy

- Gain insight into the different routes through by which products can align with the Personalization trend, including examples of best-in-class innovation.
- Compare the presence of this trend in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of personalization for your sector.

### Table of Content: Key Points

Trend snapshot

Demographics

Lifestyle and individuality

Functional needs

Tech influence

What next?

Appendix

...Continued

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LinkedIn: [www.linkedin.com/company/4828928](http://www.linkedin.com/company/4828928)

Twitter: <https://twitter.com/WiseGuyReports>

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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