



Make-Up Sector in Denmark Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2021

Make-Up Sector in Denmark Market 2017: Key Players L`Oreal, Procter & Gamble, Coty Inc., Amway

PUNE, INDIA, December 19, 2017 /EINPresswire.com/ -- Summary

The Danish Make-Up sector is led by the Eye Make-Up market in both value and volume terms, and it is also forecast to register the fastest value growth during 2016-2021. Hypermarkets & Supermarkets is the leading channel for the distribution of Make-Up products in the country. Rigid Plastics is the most commonly used package material in the sector, and is also forecast to register the fastest growth during 2016-2021. L`Oreal S.A., Procter & Gamble, Coty, Inc. are the leading market players in the Danish Make-Up sector.

Country Profile report on the [Make-Up sector in Denmark](#) provides insights on high growth markets to target, trends in the usage of packaging materials, category level distribution channel data and market share of brands.

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Companies mentioned

L`Oreal S.A.

Procter & Gamble

Coty Inc.

E. Tjellesen A/S

The Estee Lauder Companies Inc.

LVMH Moet Hennessy - Louis Vuittonm

Chanel S.A.

Amway Corporation

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2011-2021.
- Category coverage: Value and growth analysis for Eye Make-Up, Face Make-Up, Nail Make-Up, and Lip Make-Up with inputs on individual category share within each market and the change in their market share forecast for 2016-2021
- Leading players: Market share of brands and private labels, including private label growth analysis from 2011-2016
- Distribution data: Percentage of sales within each market through distribution channels such as Hypermarkets & Supermarkets, Health & Beauty Stores, Department Stores, Drug Stores & Pharmacies, and others
- Packaging data: consumption breakdown for package materials and pack types in each market, in terms of percentage share of number of units sold. Package material data for Glass, Rigid Plastics, Paper & Board, Flexible Packaging, and others; pack type data for: Specialty Container, Tube, Jar and Tub.

Scope

- The per capita consumption of Make-Up is higher in Denmark compared to the global and regional level
- Hypermarkets & Supermarkets is the largest distribution channel, followed by Health & Beauty Stores
- L`Oreal Paris accounts for the leading share in the Danish Make-Up sector
- Per capita consumption of Eye Make-Up and Lip Make-Up markets are high in Denmark compared to global and regional levels
- Rigid Plastics is the most commonly used package material in the Danish Make-Up sector

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
- Access the key and most influential consumer trends driving Make-Up consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion
- The packaging analysis report helps manufacturers, in identifying the most commonly used packaging materials in the sector
- Analysis on key macro-economic indicators such as GDP per capita, population (overall and breakdown by age), and consumer price index. It also covers a comparative analysis of political, economic, socio-demographic, and technological indicators (PEST) across 50 countries.

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