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Personal Hygiene in Middle East and Africa to 2013

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Report Summary

Introduction

This databook provides key data and information on the personal hygiene market covering seven countries in the Middle East and Africa region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share.

Scope

*Contains information on three categories: deodorants, soap and bath & shower products

*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

*Category level company and brand share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the personal hygiene market, including company overview, key facts and business description

Highlights

The market for personal hygiene in Middle East and Africa increased at a compound annual growth rate of 4.1% between 2003 and 2008.

The soap category led the personal hygiene market in Middle East and Africa, accounting for a share of 44.2%.

The leading players in the Middle East and African personal hygiene market include Unilever, Colgate-Palmolive Company and Procter & Gamble Company, The

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the personal hygiene market in Middle East and Africa

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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