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Personal Hygiene in Croatia to 2013

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Report Summary

Introduction

This databook provides key data and information on the personal hygiene market in Croatia. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

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 Croatia increased at a compound annual growth rate of 2.4% between 2003 and 2008.

The bath & shower products category led the personal hygiene market in Croatia, accounting for a share of 37.4%.

Leading players in Croatian personal hygiene market include Unilever and Henkel KGaA.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the personal hygiene market in Croatia

*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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