

Women's Body, Hand and Footcare - China - September 2013

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“The Chinese body, hand and footcare market is the largest in the world due to population size, although it displays significant untapped potential for growth. With income levels rising across the country, the subsequent emergence of the Chinese middle class is likely to be a driving factor for increasing product visibility and usage.”
– Eileen Ngieng, Senior Research Analyst

This report looks at the following areas:

- What is the current state of the women's body, hand and footcare market, and how is the market expected to develop in the near future? What are the key market drivers and restraints?
- What influences consumer behaviour and attitudes towards women's body, hand and footcare, and what are the key factors affecting their product choice?
- What areas offer future potential for product development?

The women's body, hand and footcare market covers hand, foot and general bodycare for women. Footcare comprises cream/balms/wipes. General bodycare comprises exfoliates/scrubs; moisturisers/hydrators; and slimming/anti-cellulite/firming products. Hand and nail comprises hand moisturisers and anti-ageing products; and nail nourishers, cuticle creams/ridge fillers.

Market value is based on sales through all retail channels including direct to consumer. It includes mass-market and prestige lines but excludes the professional sector, including beauty salons.

The market excludes depilatories and bleaches, talcum powder, nail polish/varnish/cosmetics/colour, foot deodorants/talc/inoles, medicated products specifically for babies, suncare (even if they have moisturisers), and massage/calming oils.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market