

# Cosmetics retail market in Central Europe 2016

Market analysis and development forecasts for 2016-2021



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## What is the content of the report?

- **Forecasts** and analyses about the market's key distribution channels in Bulgaria, the Czech Republic, Hungary, Poland, Romania and Slovakia
- **Expert** analysis of the CE cosmetics market, its structure and growth prospects
- **Trend** updates and analyses of the resulting impacts on cosmetics markets in each country
- **Consumer** viewpoints on cosmetics: popular outlets, purchasing patterns and preferences
- **Product** groups experiencing the highest demand throughout the region.
- **Profiles** of top cosmetics retailers in each of the six CE countries: financial information, number of stores, and development plans
- **Market** valuation of cosmetics retail markets, segments and distribution channels



## Who benefits from the analysis?

- Health and beauty products manufacturers
- Cosmetics private label producers
- Cosmetics retail chains and distributors operating in or planning to enter the Central Europe market
- Pharmacy chains
- E-commerce platforms and direct selling companies
- Packaging and design solutions providers



## Why to buy the report?

- Find out data necessary in creating business development strategy
- Study reliable forecasts useful while budgeting and planning expenses
- Monitor the market and its growth potential
- Analyse the competitive environment
- Limit investment risk while mergers, acquisitions and entering new markets