

Impact of Recessions on the U.S. Personal Care Market

Impact of Recessions on the U.S. Personal Care Market provides historical perspective on industry performance from 1970 to 2008 in order to assess the expected impacts of the current recession on sales performance. By understanding past and relative performance of various personal care product classes, subscribers are better equipped to formulate forecasts and strategies for their personal care businesses during these uncertain times.

Topics Covered

Kline's approach is to illustrate how recessions have affected the U.S. cosmetics and toiletries market. Examining the drivers of consumption, historical market, and the present and historical recessions, this study addresses the following questions:

- What can be learned from analysis of prior U.S. recessions to help better understand this recession?
- What are the past and more recent trends with regards to the cosmetics & toiletries sales in the U.S. market?
- Do recessions affect cosmetics and toiletries sales and, if yes, to what extent?
- How does cosmetics and toiletries spending change? Who are the winners and losers?
- Do recessions influence consumer behavior?

Each report in the [Kline FlashPoint Series](#) explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

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Why Buy this Report?

Kline's top executives have analyzed the macroeconomic, socioeconomic and industry-specific indicators, utilizing Kline's cosmetics and toiletries data spanning the past four decades.

This report is presented in an easy-to-read presentation deck, which includes elaborate charts representing a wide range of data in a succinct yet data-driven, content-dense report. The resulting findings are of immediate interest to any decision maker in the personal care industry. It includes four types of analyses:

- Historical & current recession analysis
- Historical & current market analysis
- Market drivers of consumption analysis
- Kline's point of view and opportunity analysis

Report Contents

Kline Insights

This section analyzes the opportunity gaps in the global marketplace, examines lessons learned from this recession and the past ones, and summarizes Kline's point of view.

Description of Recessions

This includes a detailed summary of the recessions since 1970, their characteristics, causes and effects on the personal care industry.

Recessions and the Personal Care Market

This section presents a series of data and insight-rich graphs and charts detailing how the personal care industry sales and growth was impacted by the recessions. It specifies impacts by product class and product category.

Outlook and Opportunities

Looking at the big picture, with historical perspective yet an eye to the future, here we discuss how the companies can come out ahead in spite of all the current, unique challenges at hand.

Subscription Agreement

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