COSMETICS MARKET UPDATE

Q1 2016

Gama

exploring innovation

Abstract

Constantly evolving consumer preferences, the relentless pace of innovation in product and packaging, and the ever-shifting nature of the product landscape can all make it hard to truly keep on top of where your market is heading.

Gama's Market Update strips away the 'noise' and helps to separate fact from fiction. By combining the very latest need-to-know information and insights from Gama Compass™, Gama's quarterly roundup will provide you with an evidence-based approach to support your product strategy and will leave you primed to capitalize on the opportunities that will drive the success of your business.

REASONS TO PURCHASE

- **Get inspired** by the latest innovations and discover new ideas to feed into your own product development cycles.
- **Keep an eye on the latest launches** so you can always stay one step ahead.
- **React swiftly to market changes** by keeping abreast of the latest trends in fragrances, packaging, claims and more.
- Use key intelligence to **sharpen your strategy** and **boost revenues** and profitability.

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Images are illustrative

ABOUT THIS SERIES

Combining a wealth of market-specific insight with up-to-date information on the latest launches and industry stories, Gama's Market Update – published four times a year – lets you explore your market in unparalelled detail. Study NPD trends in prices, claims, fragrances, packaging and more. Learn from the latest game-changing innnovations and product launches. Keep track of the important news and events impacting the cosmetics space.

The Market Update series is underpinned by Gama Compass™, the world's most detailed source of new product information. Powered by our network of over 100 in-country experts in 46 key markets, Gama Compass™ offers an unrivalled perspective on the world of product innovation.

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