

# Alicorp Argentina SCA in Beauty and Personal Care (Argentina)

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## Abstracts

Alicorp Argentina focuses on products for medium/low- and low-income consumers; however, over the review period, the company incorporated ingredients and modified fragrances to be aligned with the leading companies. Over the forecast period, Alicorp Argentina will continue to focus on middle-income consumers without neglecting general market trends in terms of ingredients or additional benefits.

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