

# AmorePacific Corp in Beauty and Personal Care (Hong Kong, China)

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## Abstracts

Following the increasing share in ownership by its parent company during 2014, AmorePacific Corp is expected to focus efforts on store expansion for its various brands. The player is also likely to focus on opening standalone stores as opposed to counters in department stores so that consumers can enjoy a more complete retail experience. Product innovations will also remain the key focus for AmorePacific Corp so that it can better answer consumers' evolving needs.

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