

AmorePacific Corp in Beauty and Personal Care (South Korea)

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Abstracts

Over the forecast period, AmorePacific Corp is expected to focus on product quality as well as product innovations. As the company suffered from the CMIT/MIT substance incident in 2016, AmorePacific will focus its efforts on repairing its negative image among consumers. New brands may be launched and the current oral care brands, Median and Pine Salt, may be renewed. Changes will vary from simple packaging to brands being discontinued.

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