

# Amway Corp in Beauty and Personal Care (Switzerland)

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## Abstracts

In order to ensure the long-term success of the company, the main strategy of Amway Corp over the forecast period is likely to focus on taking its brand upmarket, shifting from a historically mass-positioned brand to a more premium one. The company is expected to focus on product development, a key factor for further growth. Since Amway owns its R&D and production sites, the direct seller is ideally positioned to reach this goal.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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