

Amway Ukraine TOV in Consumer Health (Ukraine)

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Abstracts

Over the forecast period Amway Ukraine is expected to make efforts to further increase its distributor base in Ukraine. Since its prices are too high for average Ukrainians, at least in the near future, the company is expected to put extra emphasis on new launches to attract consumers with unique products. Amway Ukraine is also expected to resort to aggressive marketing and advertising support in the future.

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