

# Aroma AD in Beauty and Personal Care (Bulgaria)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A42DB55A064EN

## Abstracts

Aroma AD is the largest Bulgarian manufacturer of beauty and personal care products. 70% of its value sales come from export territories in Europe and the Middle East where the company has established itself as a trusted manufacturer of private label products. The current strategic direction of Aroma AD is focused on expanding its value share in the high-growth potential local beauty and personal care market by expanding its product portfolio in dynamic categories such as hair care, baby and chi...

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

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