

Avon Georgia Ltd in Beauty and Personal Care (Georgia)

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Abstracts

Avon is well established in mature categories of beauty and personal care, such as fragrances and colour cosmetics. The company will be aiming to develop its presence in men's personal care and men's fragrance lines as well within the forecast period. It will be keeping promotions in order to strengthen competition with other direct sellers and store-based retailers.

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

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leading brands;

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