

Bawang (Guangzhou) Co Ltd in Beauty and Personal Care (China)

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Abstracts

Bawang (Guangzhou) will keep promoting the development of Chinese herbal traditional culture within various markets, including beauty and personal care and beverages. However, shampoo and hair care, with its two core brands Bawang and Royal Wind, are still its core areas of business. Meanwhile, the company is expected to retain its existing customers and attract new consumers with continuous new product development in the forecast period, in addition to maintaining high quality in the wake of a...

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