

# Beiersdorf AG in Beauty and Personal Care (Bosnia-Herzegovina)

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## Abstracts

Beiersdorf leverages on strong tradition and consumer loyalty to lead beauty and personal care in Bosnia-Herzegovina. Strategically, the country is not a particularly important market for Beiersdorf's overall performance. As a part of southeast Europe, Bosnia-Herzegovina is classified as one of the markets likely to record the strongest growth of beauty and personal care in Europe over the forecast period, making it one of focal regions for Beiersdorf's future activities.

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

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