

Beiersdorf (France) SA in Beauty and Personal Care (France)

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Abstracts

Beiersdorf (France) aims to improve its position within beauty and personal care in France. To achieve this goal, the company is likely to continue to invest in innovation, in particular for its Nivea brand. In order to give a more modern image to this brand, which has been present in the market for a long time, the company is also expected to continue to invest in packaging and advertising. Concerning the price and distribution strategies adopted for Nivea, no major changes are expected. This...

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