

Beiersdorf GmbH in Beauty and Personal Care (Austria)

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Abstracts

In Austria, Beiersdorf GmbH follows the strategic direction of its Germany-based parent company, which involves placing great emphasis on continuous investment on research and development in order to regularly launch innovative new products. The company focuses mainly on skin care as this is the beauty and personal care product category with the highest growth potential, although Beiersdorf intends to launch innovative new products in all of the beauty and personal care categories in which it...

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