

Beiersdorf Kft in Beauty and Personal Care (Hungary)

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Abstracts

Beiersdorf Kft aims to strengthen its position again in Hungary, since the company suffered from serious sales declines during the economic downturn. Beiersdorf therefore, will continue to be a key innovator in most categories and will invest a lot in promotion. As its Nivea brand has long history and traditions in Hungary, the company will build on its great reputation and will use the newest results of cosmetic research to produce efficient beauty care products. The company will focus on the...

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