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Beiersdorf Romania SRL in Beauty and Personal Care (Romania)

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Abstracts

With a long presence on the Romanian market with the brand Nivea, Beiersdorf Romania SRL succeeded in assuring the continuity of the brand and proved to be one of the most active players in the main categories of beauty and personal care products. With the lead in consumer confidence in the brand Nivea for hair care and skin care products, the company is among the most dynamic in the launch of new versions of the brands which are ready to meet consumer demand for quality and effectiveness.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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