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Beiersdorf AG in Beauty and Personal Care (World)

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Abstracts

Beiersdorf AG is a German multinational manufacturer with a well-established global presence across various beauty and personal care categories. Western Europe and Asia Pacific lead the company's sales, but it has also achieved significant penetration in Latin America and North America. In 2022, Beiersdorf saw double-digit sales growth, amid many uncertainties and adverse conditions that the year brought, and it continued its strong growth path in H1 2023.

Euromonitor International's Beiersdorf AG in Beauty and Personal Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

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