

# Biokozmetika doo in Beauty and Personal Care (Croatia)

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## Abstracts

With a redesigned packaging of its flag brand Cupko (depilatory, hair removers/bleaches) and two new product ranges, Biokozmetika doo is keeping up with category trends. Bearing strong competition from international brands in its category (Gillette Venus, Veet), the company is doing a great job maintaining its position and value share. Although Cupko falls in the mature depilatories category, it seems that Croatian female consumers are loyal to the brand and still decide on traditional...

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