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Biotal Cosmetics SARL in Beauty and Personal Care (Morocco)

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Abstracts

Biotal Cosmetics is expected to remain an important and dynamic key domestic player within beauty and personal care in Morocco. The company is set to widen its product range with the launch of new fragrances. Its strong and long-term business relationships with Moroccan grocery retailers should also help to consolidate its distribution strategy, thanks to affordable retail prices aimed at low- and middle-income consumers.

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