

# Biover NV in Beauty and Personal Care (Belgium)

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## Abstracts

Biover's aim is to develop the niche of organic and naturally-positioned beauty and personal care. However, after two or three years of success, leading mass brands such as Bourjois, Beiersdorf's Nivea and L'Oréal's Garnier lent less support to natural beauty and personal care in 2013 as the trend lost momentum. This poses a serious threat to small specialists such as Biover, whose development in beauty and personal care depends on the loyalty of staunch consumers of natural and organic...

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

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