

# Brocard-Ukraine TOV in Beauty and Personal Care (Ukraine)

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## Abstracts

In near future Brocard Ukraine is expected to maintain its leading position amongst beauty specialist retailers. It will be achieved through expected new outlet openings in its Brocard chain and bringing in new brands in the capacity of an exclusive distributor. An important role will be played by online distribution of beauty and personal care products via its letu.ua store. Private label development is another area the company is focussing on, by adding to its competitiveness by offering consu...

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