

Caola Kozmetikai és Háztartás vegyipari Zrt in Beauty and Personal Care (Hungary)

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Abstracts

Caola aims to strengthen its position in beauty and personal care to return to its former glory days of the traditional Caola brand. Caola's brands used to be the most popular domestic brands in Hungary; however they could not stand strong competition with internationals, and they lost the majority of their share. Nowadays Caola's brands are demanded by middle-aged and elderly people who look for cheaper products. The company developed its new Caonature product line that will be a key factor in...

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