

Caresse Cosmetics BV in Beauty and Personal Care (Netherlands)

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Abstracts

Caresse Cosmetics remains a niche player within the Dutch beauty and personal care market. However, the company wants to expand its range of products to boost its main brands, such as Dermo Care, by targeting not only children but also adults and babies. This is likely to lead to an increase in the range of products in the near future, with an emphasis on products that contain more natural ingredients and which help to prevent skin irritation.

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Contents

Strategic Direction

Key Facts

Summary 1 Caresse Cosmetics BV: Key Facts

Company Background

Competitive Positioning

Summary 2 Caresse Cosmetics BV: Competitive Position 2012

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