

Cederroth AB in Beauty and Personal Care (Sweden)

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Abstracts

Cederroth AB is one of the leading domestic beauty and personal care players. The company aims at forwarding its market position through active product development and by supporting its brands with advertising campaigns. The company offers a wide range of brands in the mass and budget price segment, most of which enjoy wide distribution. Cederroth aims to continue providing mass positioned beauty and personal care products for the Swedish market, consolidating its business further with more...

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