

# Cederroth Oy in Beauty and Personal Care (Finland)

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## Abstracts

Cederroth's key growth strategy is to focus on strengthening its brands via launches and advertising and reinforcing its relationship with consumers, retailers and distributors. The company has invested a great deal in environmentally-friendly product development and production as it aspires to appeal to consumers through its green values.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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