

# Cederroth Polska SA in Beauty and Personal Care (Poland)

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## Abstracts

Cederroth Polska follows the global strategy of its parent firm Orkla Group, which is gaining a leading position locally. Hence, the strategic goal of Cederroth Polska is to further strengthen its strong position in Polish beauty and personal care. The company focuses on the development of its existing strong brands and possibly on the acquisition of the next promising trademarks. In the future, activity is planned to be led upon unification of Cederroth Polska with Orkla Health under one united...

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