

Clarins SA in Beauty and Personal Care (France)

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Abstracts

Over the forecast period Clarins should continue to make efforts to improve its position within skin care and sun care. The company is expected to keep its current distribution strategy unchanged in order to maintain its premium positioning. As a result, Clarins products should be mainly present in beauty and personal care retailers, in particular in chains such as Marionnaud, Sephora and Nocibé. To boost its sales, Clarins is expected to invest further in product innovation and advertising,...

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

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