

Colgate-Palmolive & Cia in Beauty and Personal Care (Colombia)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C320048713DEN

Abstracts

Colgate is a leading brand in Colombia and will look to leverage strong consumer awareness to maintain its leading position over the coming years. The company's factory in Colombia is used for the production of oral, personal and home care products, with no changes expected in the near future. In addition, each of the company's brands has its own development strategy, identity and positioning.

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

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