

Colgate-Palmolive SA de CV in Beauty and Personal Care (Costa Rica)

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Abstracts

The international competitor Colgate-Palmolive SA de CV is expected to maintain its very strong position within beauty and personal care in Costa Rica and throughout Latin America, where it can be expected to remain among the main players in terms of value sales. Its core business areas are set to remain linked to dynamic categories such as oral care, deodorants, baby and child-specific products, bath and shower and hair care, where it is expected to set the pace in terms of new product developm...

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

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