

Collistar SpA in Beauty and Personal Care (Italy)

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Abstracts

Collistar keeps remains a key manufacturer in Italy for higher end beauty products, which range from cosmetics to skin care and sun care. Collistar will remain focused on the high-end segment, with its products distributed mainly through the perfumeries channel as well as department stores. In light of the current economic downturn, Collistar made a clear decision to stay focused on the higher end of the market, and this has been paying off in light of the trend that is seeing Italian consumers...

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