

Cosbel SA de CV in Beauty and Personal Care (Mexico)

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Abstracts

Cosbel was the sixth biggest player in beauty and personal care in 2012. It offers a broad product portfolio, and it plans to uphold its pace of innovation in order to maintain its position in the market. The company has also revised its prices in order to be more competitive. Part of the company's strategy is to develop new products and look for new retail approaches in order to increase its value share amongst middle-income consumers in the country.

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Contents

Strategic Direction

Key Facts

Summary 1 Cosbel SA de CV: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Cosbel SA de CV: Competitive Position 2012

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