

Cosnova GmbH in Beauty and Personal Care (Philippines)

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Abstracts

The company, which started in 2013 in the Philippines, has experienced massive growth and is forecasted to continue to increase its value sales significantly. Through its affordable price points, fresh product launches and increasing physical presence, the company will cater to an even bigger consumer base over 2015-2020. Its current goal in operating a fresh brand in the country is to expand and be available as widely as possible through department stores and strategically chosen shopping centr...

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