

# Coty Hungary Kft in Beauty and Personal Care (Hungary)

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## Abstracts

Coty Hungary aims to gain share of the global and Hungarian beauty and personal care market by acquiring successful brands, and distributing them with active marketing support across a wide range of modern channels. The company will continue to focus on product development and frequent special offers, especially through drugstores and beauty specialist retailers. Coty aims to strengthen its position in the Hungarian market by both above-the-line and below-the-line marketing of its popular mass b...

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

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