

Cotyastor SA in Beauty and Personal Care (Spain)

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Abstracts

Taking advantage of the good position Cotyastor has within Spanish colour cosmetics; the company is focusing on investing both in research and developments and in incorporating new brands to its portfolio. In 2012, it launched the nail product OPI in Spain. Over the coming years, the company is set to concentrate its investment within facial care as it is the category where the company has a weaker position.

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

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