

# Danshar Ltd in Beauty and Personal Care (Israel)

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## Abstracts

Danshar's strategy is to expand by widening its portfolio. It is expanding its fragrances portfolio, and is now importing celebrity perfumes. Danshar is also expected to expand its portfolio by importing additional food brands as part of its strategy to become a bigger player in the packaged food market.

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

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