

# Dax Cosmetics Sp zoo in Beauty and Personal Care (Poland)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D9945423578EN

### **Abstracts**

Dax Cosmetics will continue to expand its position in beauty and personal care in Poland mainly through launching new and innovative products which meet the needs of the most demanding consumers and stay in line with the latest market trends. The company aims to offer high-quality cosmetics at affordable prices in an attempt to reach a wide audience.

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

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