

Dermur Ltda in Beauty and Personal Care (Uruguay)

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Date: July 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D0176F1A73FEN

Abstracts

Dermur Ltda aims to consolidate its position in the beauty and personal care, skin care and medicated skin care categories in which it is currently present and to improve its overall sales, developing new products with high quality levels for other categories. It is positioned as a very well-known dermatological cosmetic brand that is highly valued by medical professionals. Laboratorios Celsius, the owner of the brand has one of the widest domestic consumer health portfolios. Laboratorios...

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

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