

# Doetsch Grether & Cie AG in Beauty and Personal Care (Switzerland)

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## Abstracts

Strong brand management, customer and market-focused service, as well as the production of high-value products are expected to be the main strategic orientations of Doetsch Grether & Cie AG over the forecast period. The company seeks to further increase its presence in beauty and personal care by deploying a brand acquisition strategy. Doetsch Grether & Cie acquired Blistex (a leading brand of lip care) and Bi-Oil (an oil with purported healing properties) and is expected to further expand its...

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

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## Contents

Strategic Direction

Key Facts

Summary 1 Doetsch Grether & Cie AG: Key Facts

Summary 2 Doetsch Grether & Cie AG: Operational Indicators

Competitive Positioning

Summary 3 Doetsch Grether & Cie AG: Competitive Position 2014

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