

Dr Babor GmbH & Co KG in Beauty and Personal Care (Germany)

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Abstracts

As leading provider of German spa brands and manufacturer of popular cosmetics salon wares, Dr Babor GmbH & Co KG faces even bigger challenges than some of its major mass or premium retailing market competitors. In order to maintain an edge and high level of added value to make up for the relatively limited availability and more moderate presence in general media, Babor focuses strongly on and invests primarily in the creativity and expertise of its researchers and developers, the modernisation.

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