

Durandin SAI, Laboratorios in Beauty and Personal Care (Chile)

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Abstracts

The company focuses on baby and child-specific products, offering a traditional and widely-recognised brand and tries to position itself as more of an innovator in formulations for infants. Its leading position in baby and child-specific products and, therefore, high volume sales have allowed Durandin to retain its 4% value share in overall beauty and personal care, positioning itself at a mid-priced level.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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