

Faberlic OAO in Beauty and Personal Care (Russia)

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Abstracts

Faberlic, the largest local direct selling company, will continue to strengthen its position in the Russian market, attracting new consultants and widening its product range. In addition to offering innovative oxygen-based cosmetics, the company will continue to develop its product portfolio, offering products in the higher mid-priced range. Fragrances and accessories will also be developed by the company as additional products to increase business sustainability.

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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 Faberlic OAO: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Faberlic OAO: Competitive Position 2012

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