

Gemey Maybelline Garnier SNC in Beauty and Personal Care (France)

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Abstracts

Gemey Maybelline Garnier is looking to maintain its second position in the French beauty and personal care market. Over the forecast period the company is expected to continue to invest in new product innovations and advertising campaigns, particularly for its products in hair care, colour cosmetics and sun care, which are its most important categories. Gemey Maybelline Garnier is also expected to continue to sell its products mainly in supermarkets and hypermarkets.

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