

Gillette Group OOO in Beauty and Personal Care (Russia)

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Abstracts

In order to maintain its leading position within beauty and personal care in Russia, Gillette Group plans to continuously enhance and optimise its product portfolio. It aims to be very customer-oriented regarding the development and launch of new products, and at the same time be at the forefront of the industry in terms of profitability for its shareholders and sustainability.

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

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