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Ginvera Marketing Enterprise Sdn Bhd in Beauty and Personal Care (Malaysia)

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Abstracts

Over the forecast period Ginvera will invest heavily in developing innovative products under both its Ginvera and Bio-essence brands to strengthen its brand position in Malaysia. In addition, a larger number of box sets will be launched by Ginvera and Bio-essence to provide consumers with a more convenient way of purchasing, and clear guidance on the usage of different ranges of products.

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 Cosmetics, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Cosmetics, Sets/Kits, Skin Care, Sun Care.

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

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