

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.

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

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