

Hans Schwarzkopf & Henkel GmbH & Co KG in Beauty and Personal Care (Germany)

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Abstracts

Hans Schwarzkopf & Henkel has a strong reputation for innovation and quality, benefiting from developments within its hair care product range. Its latest product development in hair care was the launch of Syoss colourants, which was supported by a major advertising campaign, both via traditional marketing channels and via social media and sponsorship. The company is expected to emphasise product innovation and consistent quality in order to increase its value share over the forecast period.

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