

Henkel AG & Co KGaA in Beauty and Personal Care (Germany)

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Date: July 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: HD7B5BD9966EN

Abstracts

Henkel has three different business units: laundry and home care, beauty care and adhesive technologies. The beauty care business unit accounted for around 21% of Henkel's total sales in 2013. With beauty care being such an important part of its business, Henkel invests heavily in the research and development of new innovative beauty and personal care products. 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...

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