

Henkel-Alki Tunisie in Beauty and Personal Care (Tunisia)

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Abstracts

Henkel-Alki Tunisie is expected to continue to enjoy a strong position in beauty and personal care in Tunisia in the forecast period. The company is expected to benefit from its strong brand Souplesse, which includes a number of distinctive products and a wide range of prices. The company is expected to increase its focus on marketing in the forecast period to reach out to consumers.

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