

# Henkel Ibérica SA in Beauty and Personal Care (Spain)

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## Abstracts

The Spanish subsidiary of Henkel is immersed in the same growth strategy as the rest of the company with growth objectives focused on 2016. Two key points are part of this strategy: consolidating brands in the different markets and innovation. In Spanish beauty and personal care, innovation was the key to competing more effectively against private label products. This was the case for Gliss new hair care products, especially launched into Spain as the first hair oil and the first dry shampoo.

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Euromonitor International

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