

Herba Drug sro in Beauty and Personal Care (Slovakia)

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Abstracts

Herba Drug plans to widen its product portfolio in beauty and personal care, and might even enter new categories over the forecast period. However, its primary focus on home care is not expected to change, and a significantly better position in overall beauty and personal care is unlikely to be seen, as it will remain a typical follower of market trends.

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

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