

Hobi Kozmetik AS in Beauty and Personal Care (Turkey)

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Abstracts

Hobi Kozmetik is one of the most significant local companies which is currently striving to attain a greater share of beauty and personal care in Turkey. However, competition with other local players, such as Aromel, Evyap and Hunca, was very strong over the review period, posing an obstacle to the company's growth. Hobi started to invest more in advertising and distribution to gain ground. It also made important investments in beauty and personal care. The company entered baby and...

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