

ISDIN SA in Beauty and Personal Care (Spain)

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Abstracts

ISDIN SA's strategy did not change in 2012, focusing on its expansion both at a national and an international level. As Spanish beauty and personal care did not show hopeful figures, the company is exploring to a further extent its expansion at an international level. After entering emerging markets such as Brazil, Costa Rica, Argentina and Panama, the company entered South Africa at the end of the review period. According to company sources, it is also looking to enter China.

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