

Korres Natural Products SA in Beauty and Personal Care (Greece)

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Abstracts

The company intends to continue supporting its brand in the pharmacy channel, launching new products in key categories and focusing on research and innovation. Discounting will remain a key strategy for boosting sales in response to the economic crisis and expanding its consumer base, albeit to an extent that will not harm the brand's image. In that respect the company will continue to use gift sets (such as giving a body lotion as a gift with the purchase of a perfume) as a promotional...

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

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