

Laboratoires Azbane SA in Beauty and Personal Care (Morocco)

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Abstracts

Laboratoires Azbane plans gradually to increase its presence in mass beauty and personal care products in Morocco. The importance of appearance and wellbeing will lead the company to widen its product portfolio and compete with leading domestic and global brands. This should lead to product innovation within bath and shower, targeting low- and middle-income consumers, thanks to solid business relationships with Marjane Holdings concerning the distribution of its products in hypermarkets and supe...

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