

# Laboratorio Durandin SAI in Beauty and Personal Care (Chile)

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## Abstracts

The company focuses on baby and child-specific products, where it offers traditional and widely recognised brands, and presently is trying to position itself as more of an innovator in formulations for newborns. Its leading position in that category, and therefore high volume sales, has allowed Durandin to retain its 4% retail value share in overall beauty and personal care, positioning itself at a mid-priced level.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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

## Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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