

# Lavena AD in Beauty and Personal Care (Bulgaria)

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## Abstracts

Lavena AD is expected to continue to maintain a wide-ranging product portfolio in a variety of beauty and personal care categories, but to focus and further develop its baby care products. The company will continue to invest and focus on its long tradition of exporting baby care and mass cosmetics products with increased focus also on its domestic recognition.

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.

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

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