

# Lesieur Cristal SA in Beauty and Personal Care (Morocco)

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## Abstracts

Despite having only a small product portfolio within beauty and personal care, Lesieur Cristal is expected to maintain its value share, thanks to its leading brand Taous in bar soap and liquid soap. This is likely to be driven by constant marketing campaigns to maintain brand awareness. The Taous brand enjoys strong consumer loyalty and recognition, thanks to its affordable retail prices and wide distribution. The company is predicted to enhance its product innovation strategy in order to match...

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

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## Contents

Strategic Direction

Key Facts

    Summary 1 Lesieur Cristal SA: Key Facts

Company Background

Production

Competitive Positioning

    Summary 2 Lesieur Cristal SA: Competitive Position 2015

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