

LG Household & Health Care Ltd in Beauty and Personal Care (South Korea)

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Abstracts

The company is one of the beauty and personal care manufacturers frequently engaging in strategic acquisition. The company acquires successful brands from other manufacturers and reinforces them. It does not keep the acquired brands as they are, but expands them to strengthen them. For instance, the company acquired the CNP brand in 2014 and in 2016 launched CNP Rx, a premium line for the CNP brand. CNP is mainly distributed through drugstores and internet retailing whereas CNP Rx is available i...

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