

L'Oréal Adria doo in Beauty and Personal Care (Bosnia-Herzegovina)

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Abstracts

During the review period, L'Oréal Adria doo successfully retained its second ranking in beauty and personal care in Bosnia-Herzegovina behind leader Beiersdorf.

Strategically, the country is not a particularly important market for overall performance of L'Oréal. As a part of south-east Europe region, Bosnia-Herzegovina is classified as one of the markets likely to see strongest growth of beauty and personal care in Europe over the forecast period making it one of the focal regions for L'Oréal's.

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