

L'Oréal Baltic SIA in Beauty and Personal Care (Lithuania)

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Date: April 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LED7A260E86EN

Abstracts

The company is set to focus on maintaining its leading position in beauty and personal care by reinforcing its status as a universal manufacturer of cosmetics and toiletries. The ongoing improvement and development of its portfolio of brands as well as the regular launch of new products are set to be the key factors driving the company's performance during the forecast period.

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.

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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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Contents

Strategic Direction

Key Facts

Summary 1 L'Oréal Baltic SIA: Key Facts

Summary 2 L'Oréal Baltic SIA: Operational Indicators

Competitive Positioning

Summary 3 L'Oréal Baltic SIA: Competitive Position 2016

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