

L'Oréal China in Beauty and Personal Care (China)

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Abstracts

L'Oréal China, one of the leading players in beauty and personal care in China, offers a wide range of products and services to consumers by adopting digital strategies in marketing and sales. Meanwhile, the company will continue to invest in the new product research and development, to launch more market-tailored products to cater to the needs of consumers, especially younger consumers.

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