

# L'Oréal Danmark A/S in Beauty and Personal Care (Denmark)

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## Abstracts

L'Oréal Danmark aims to reinforce its position as the leading player in beauty and personal care through continuous innovation and by maintaining a strong and varied brand portfolio. The company will continue to market its products strongly, to build on already high brand recognition and consumer loyalty.

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;

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Use five-year forecasts to assess how the market is predicted to develop.

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