

# L'Oréal Middle East FZE in Beauty and Personal Care (United Arab Emirates)

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## Abstracts

L'Oréal's strong position in beauty and personal care is supported by its strong focus on product innovation and marketing, and the company is constantly launching new products with a "wow factor", which is especially appreciated by consumers of colour cosmetics and perfumes, which are well known in the region as well.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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