

L'Oréal Nederland BV in Beauty and Personal Care (Netherlands)

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Abstracts

L'Oréal Nederland BV's strategy is to defend its leading position within beauty and personal care in the Netherlands through a strong focus on attractive product innovations and large-scale marketing activities involving campaigns in the print media, on television and at points of sale. The company is expected to sign more celebrities to front its advertising campaigns in order to maintain its upper-mid-priced and premium image. L'Oréal is expected to remain innovative in terms of combining...

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

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Contents

Strategic Direction

Key Facts

Summary 1 L'Oreal Nederland BV: Key Facts

Competitive Positioning

Summary 2 L'Oreal Nederland BV: Competitive Position 2015

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