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L'Oréal Sverige AB in Beauty and Personal Care (Sweden)

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Abstracts

L'Oréal Sverige AB's is a part of the larger holding French L'Oréal Groupe and its main objective is to preserve its position as the leader in beauty and personal care in Sweden by continuing its focus on innovation across many categories.

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.

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