

L'Oréal Turkiye Kozmetik San ve Tic AS in Beauty and Personal Care (Turkey)

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Abstracts

L'Oréal became the leading company after Procter & Gamble divested 42 brands to Coty but it might face a greater challenge in colour cosmetics, fragrances and hair care. Brands such as Max Factor, Gucci and Hugo Boss will benefit from greater synergies with Coty than Procter & Gamble, posing greater competition to L'Oréal's rival brands. L'Oréal aims to maintain its leading position in beauty and personal care, launching new products with sophisticated properties over the forecast period.

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

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