

L'Oréal Ukraine TOV in Beauty and Personal Care (Ukraine)

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Abstracts

Over the forecast period L'Oréal Ukraine will have a good chance to become the number one player in beauty and personal care in Ukraine considering its deep focus on developing conceptual innovations and portfolio expansion to meet diverse consumer tastes. Besides, the company's investments in its product advertisements, especially on television, as well as in educational beauty lessons are additionally expected to generate fruitful results in the country.

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Contents

Strategic Direction

Key Facts

Summary 1 L'Oréal Ukraine TOV: Key Facts

Summary 2 L'Oréal Ukraine TOV: Operational Indicators

Competitive Positioning

Summary 3 L'Oréal Ukraine TOV: Competitive Position 2016

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