

L'Oréal USA Inc in Beauty and Personal Care (USA)

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Abstracts

L'Oréal's strategy is "based on research and development, innovation and quality", making use of a portfolio of complementary brands to maintain a balanced business model across the globe. According to the company's own investor presentations, it remains focused on strengthening its presence in key strategic markets, fostering future organic growth with an emphasis on digital sales conversion, social media, and e-commerce. L'Oréal is also strengthening its position in key quickly growing segment...

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