

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

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Abstracts

L'Oréal Canada has a long-standing track record of success in the Canadian beauty and personal care market. The company has developed successful product lines in the majority of categories and continued to lead the overall market in 2016. In order to continue to build on this success, L'Oréal is focused on two key initiatives going forward. The first is the expansion of its own branded bricks-and-mortar retail outlets, while the second is to grow sales through a focused content creation marketin...

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Contents

Strategic Direction

Key Facts

Summary 1 L'Oréal Canada Inc: Key Facts

Competitive Positioning

Summary 2 L'Oréal Canada Inc: Competitive Position 2016

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