

L'Oréal España SA in Beauty and Personal Care (Spain)

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Abstracts

L'Oréal announced in 2014 the signing of a definitive agreement to acquire NYX Cosmetics, a colour cosmetics retailer, which entered Spain at the end of 2015. This strategic move was in line with the global trend towards specialised colour cosmetics stores such as Kiko, which is performing very well due to a simple value proposition: colourful products offering good value for money, combined with excellent social media activity to engage with consumers.

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