

L'Oréal Österreich GmbH in Beauty and Personal Care (Austria)

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Abstracts

L'Oréal Österreich is focused on being a pioneer and leader in beauty and personal care in Austria. It aims to achieve this through product innovation, investment in research and development, high-profile advertising and building strong brands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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