

L'Oréal SA in Beauty and Personal Care (France)

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Abstracts

L'Oréal's main objective is to maintain its lead in beauty and personal care in France. To achieve this goal, the company is likely to invest heavily in advertising and new product development. Its brands and products are expected to remain available in supermarkets and hypermarkets at prices positioned between the middle and higher end of the price spectrum.

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

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