

Maywufa Co Ltd in Beauty and Personal Care (Taiwan)

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Abstracts

Being a local, smaller player Maywufa Co Ltd is likely to consolidate its resources in an area where it is already strong. The hair care player is expected to maintain a strong presence in colourants, while seeking to develop and expand its appeal to younger consumers. This may include moves to become more attuned to popular trends and colours, and a more aggressive marketing approach to compete with multinational players. The company's other products are unlikely to be a priority.

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