

Meismaatr Chainstores Co in Beauty and Personal Care (Iran)

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Abstracts

As the first chained beauty specialist retailer in the country, Meismaatr Chainstores Co aims to expand its retail coverage by opening new outlets, with special focus on Tehran and Karaj, and has a strategic focus on internet retailing. In 2016, the company offered more than 150 beauty brands, mainly fragrances and cosmetics, and has ambitious plans to double its brand coverage over the next five years.

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

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