

# Mentholatum (Asia Pacific) Ltd in Beauty and Personal Care (Hong Kong, China)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M55F11FFCF8EN

## Abstracts

Mentholatum (Asia Pacific) Ltd is expected to remain keen on product innovations for sun care and lip care so as to consolidate its leadership in these categories. Men's grooming will be another key focus for the player, noting the rising image consciousness of men and in return, their willingness to invest in men's grooming products.

Engagement of celebrities as spokespersons will also remain a key marketing strategy for the player as it helps to arouse consumers' interest in the products.

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## Contents

Strategic Direction

Key Facts

Summary 1 Mentholatum (Asia Pacific) Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Mentholatum (Asia Pacific) Ltd: Competitive Position 2013

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