

Mika as in Beauty and Personal Care (Czech Republic)

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Abstracts

The company is expected to focus on promoting and distribution its key products for the foreseeable future as it lacks the marketing budget to initiate more significant changes or support its innovation. It will likely continue losing share to stronger competitors, even though it will try to offset this by offering significant price promotions and discounts, and strengthening its distribution network.

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

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