

Mirato Nuova SpA in Beauty and Personal Care (Italy)

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Abstracts

Italy will remain Mirato Nuova's main market, although it will continue to focus on exports so as to counterbalance the Italian difficult economic situation. In order to strengthen its domestic position the company will continue to invest in acquisition of brands and companies operating within beauty and personal care. International expansion has been slowing down due to the current domestic recession, and Mirato will now have a stronger focus on Italy and the Italian market; it is continuing...

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