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Mirato SpA in Beauty and Personal Care (Italy)

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Abstracts

Mirato's strategy going forward is expected to be based on product innovation and differentiation, brand acquisition and optimising its distribution. In particular, Mirato's approach to product innovation is likely to focus on naturally positioned products and avoiding ingredients perceived as harmful. Moreover, after the 2015 purchase of the Nidra and Glicemille brands from Colgate-Palmolive, the company is expected to continue to grow its portfolio through the acquisition of new brands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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

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