

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.

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