

Modum-Nasha Kosmetika PKF SOAO in Beauty and Personal Care (Belarus)

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Abstracts

Modum-Nasha Kosmetika's strategy over the forecast period will be to expand further beyond oral care, which is its largest sales generator. The company aims to increase production in other areas of beauty and personal care, focusing on skin care, bath and shower, hair care, men's grooming and baby and child-specific products.

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

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