

Nevskaya Kosmetika OAO in Home Care (Russia)

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Abstracts

Nevskaya Kosmetika was one of the fastest growing companies in 2015 with some slowdown in 2016, due to a worse than anticipated performance of its key brand Ushasty Nyan. It was expected that this brand would continue its good performance in its key category of laundry care. However, consumers were less enthusiastic about this brand due to its rather high unit price against its suggested benefits.

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