

OP Natural Products Co Ltd in Beauty and Personal Care (Thailand)

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Abstracts

OP Natural Products will continue to strengthen its beauty specialist positioning over the forecast period. By focusing on the categories of colour cosmetics, skin care, hair care and bath and shower, the company is likely to concentrate on its current product lines; however, it aims to expand the product varieties in order to serve the complicated demand in the marketplace. The introduction of limited edition product series was another highlight to stimulate demand amongst the target...

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

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