

Orkla Care AS in Beauty and Personal Care (Norway)

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Abstracts

Orkla Care AS, previously known as Lilleborg, is set to remain a key player in beauty and personal care in Norway over the forecast period thanks to its broad range of strong brands. As one of the only truly indigenous operators in beauty and personal care in Norway, Orkla has spent many years and much capital developing simple and effective brands which are instantly recognisable to Norwegian consumers.

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