

Orkla Group in Beauty and Personal Care (Sweden)

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Abstracts

In early 2015 Norwegian Orkla Group acquired 100% of Cederroth AB and is now one of the leading domestic beauty and personal care players. The company aims to advance its market position through active product development and by supporting its brands with advertising campaigns. The company offers a wide range of brands in the mass and budget price segments, most of which enjoy wide distribution. Orkla Group aims to continue providing mass-positioned beauty and personal care products for the Swed...

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