

# President Drug Store Business Corp in Beauty and Personal Care (Taiwan)

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Date: August 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: P691DCD6B22EN

### **Abstracts**

President Drug Store Business Corp is anticipated to expand its presence in the dynamic skin care area with a focus on mass market and younger consumers. The company is expected to introduce more brands within skin care as well as continue to develop and introduce products under White Formula. The manufacturer's association with leading retailers Cosmed, 7-Eleven and Carrefour creates a unique position for it to roll out new product developments.

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

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