

Punto Rojo SA in Beauty and Personal Care (Costa Rica)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: P6ABA48D21BEN

Abstracts

Punto Rojo produces, distributes and markets beauty and personal care and home care products. Through innovation, constant investment in research and development and the adoption of modern production processes, this local manufacturer kept increasing its product portfolio throughout the review period. Punto Rojo has consolidated as one of the main home care and beauty and personal care exporters within the Central American and Caribbean region, seeking to position top-of-mind brands in both...

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

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