

Rituals Cosmetics Nederlands BV in Beauty and Personal Care (Netherlands)

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Abstracts

Rituals is a Dutch company involved in the distribution of beauty and personal care products that was born in 2013 in Amsterdam. The firm has built brand recognition by positioning its products in the premium segment yet at prices above the mass market level but lower than the most expensive alternatives in the categories where it is present. The company was created by a former Unilever manager that saw a gap for products with added value but available at more affordable prices.

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Contents

Strategic Direction

Key Facts

Summary 1 Rituals Cosmetics Nederland BV: Key Facts

Competitive Positioning

Summary 2 Rituals Cosmetics Nederland BV: Competitive Position 2016

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