

# Shanghai Jahwa United Co Ltd in Beauty and Personal Care (China)

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## Abstracts

Faced with fierce competition in the beauty and personal care market, Shanghai Jahwa will actively engage in new product development, in order to expand its product portfolio. In addition to its key brands, such as Liushen, the company also plans to focus more on these newly established brands over the forecast period, represented by Fresh Herb under Herborist, Softsense in colour cosmetics, mainly targeting third- and fourth-tier cities, and Giving in baby and child-specific products. To...

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