

Solvex OOD in Beauty and Personal Care (Bulgaria)

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Abstracts

Solvex is an export-orientated company and has made considerable investments in new equipment and capacity expansion, primarily with the goal of handling larger and more complex orders for private label products. The company plans to broaden and improve the quality of its products, which should boost its retail value share, albeit as a result of fallout from its primary focus on private label.

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

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