

Unilever Brasil Ltda in Beauty and Personal Care (Brazil)

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Abstracts

During the deeper crisis period (2015-2016), Unilever Brasil focused its efforts on reducing expenses and increasing the efficiency of its sales management. With these savings, the company invested in its core brands. In general, Unilever Brasil seeks to renew 70% of its product portfolio every year. As a result, the company leads in key categories such as bath and shower, deodorants and hair care. Therefore, such strategies should guide the company in the upcoming years.

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