

# Unilever España SA, Grupo in Beauty and Personal Care (Spain)

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## Abstracts

As Spanish consumption suffers a crisis, the company is focusing its efforts on providing both consumers and distributors with products that adapt better and faster to the new consumers' needs. This has resulted in the launch of products with a maximum price recommended of €1 for brands such as Rexona and Dove. Also, in an attempt to fight back against the strong performance of private label, the company is recovering brands such as Vasenol. This strategy is combined with efforts in research.

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