

Unilever France SA in Beauty and Personal Care (France)

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Abstracts

Unilever France aims to reinforce its position within beauty and personal care over the forecast period. In order to boost its sales, the company is expected to invest strongly in product innovation and advertising, in particular in areas of the market in which it is well-positioned and where there is still some potential for growth. To do this, the company is likely to capitalise on its most successful brands, namely Rexona, Dove, Brut, Signal and Axe.

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

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever France SA: Key Facts

Summary 2 Unilever France SA: Operational Indicators*

Company Background

Production

Summary 3 Unilever France SA: Production Statistics 2012

Competitive Positioning

Summary 4 Unilever France SA: Competitive Position 2012

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