

Unilever Iran Co in Beauty and Personal Care (Iran)

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Abstracts

Unilever Iran Co aims to become the undisputed leader in key personal care categories, including bath and shower, deodorants, oral care and hair care, through massive investment in product innovation and advertising campaigns. In 2016, the company produced a limited range of its products in the country and imported a considerable proportion of its brands. However, it has ambitious plans to localise its production as much as possible to have better price leverage as compared to the competition. I...

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

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