

# Unilever Jerónimo Martins Lda in Beauty and Personal Care (Portugal)

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## Abstracts

Unilever Jerónimo Martins is one of the leading companies within beauty and personal care in Portugal. The main challenges for the company in the country over the forecast period will be related to intense promotional activity, digital strategy and sustainable continuous innovation.

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## Contents

Strategic Direction

Key Facts

Summary 1 Unilever Jeronimo Martins Lda: Key Facts

Summary 2 Unilever Jeronimo Martins Lda: Operational Indicators

Competitive Positioning

Summary 3 Unilever Jeronimo Martins Lda: Competitive Position 2015

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