

Unilever (M) Holdings Sdn Bhd in Beauty and Personal Care (Malaysia)

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Abstracts

Unilever aims to be more active and constant in launching new products to meet sophisticated demand from consumers in Malaysia. Apart from further strengthening its presence and ranking within beauty and personal care, the company also looks to widen its distribution network of all of its brands nationwide.

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

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