

# **Unilever Philippines Inc in Beauty and Personal Care** (Philippines)

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### **Abstracts**

The leader in beauty and personal care, Unilever Philippines maintains its position through product innovation, wide availability and an extensive range of brands in the market. The company is also expected to continue to strongly invest in promotional activities such as advertisements, which means its brands are very well-known. The holistic approach of the company in beauty and personal care has been successful, and is perceived to remain its edge in the industry.

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

#### Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;



Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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