

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.

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