

# Unilever Ukraine TOV in Beauty and Personal Care (Ukraine)

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## Abstracts

Unilever Ukraine will have good growth prospects in Ukraine in near future following its acquisition of Russia's Kalina brands. The acquisition expanded its portfolio with a wide range of economy brands, popular in the country for years. It is to be beneficial for capturing a wider consumer base not only with its international brands falling in higher price segments but also with economy ones demanded by consumers during the recession period in Ukraine. Besides, the company is likely to more...

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## Contents

Strategic Direction

Key Facts

Summary 1 Unilever Ukraine TOV: Key Facts

Summary 2 Unilever Ukraine TOV: Operational Indicators

Competitive Positioning

Summary 3 Unilever Ukraine TOV: Competitive Position 2015

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