

Weleda AG in Beauty and Personal Care (Germany)

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Abstracts

Weleda is one of the leading providers of natural cosmetics in Germany. Its main focus is on achieving growth and future success through the continuous improvement of the quality of its processes and products. The company plans to invest in areas like culture and identity as well as innovation and leadership. In order to maintain its good reputation and popularity among German consumers, the company constantly focuses on improving its sustainability, expertise and product portfolios.

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