

Allegro Holdings Ltd in Home Care (Ireland)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A2CFAFD2845EN

Abstracts

Allegro Holdings is expected to retain a strong position in Irish home care during the forecast period, thanks to its portfolio of leading global brands and wide distribution. However, it is unlikely to be able to prevent further market share losses to private label products as it is facing increasingly stiff price competition across its product range. This is largely due to changing consumer habits which are now well-entrenched and will be difficult to reverse. The company must hope that as...

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