

Behdad Hygienic Products Co in Home Care (Iran)

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Abstracts

Behdad Hygienic Products is expected to see a strong performance in home care in Iran in the forecast period. The company will benefit from an ongoing focus on new product development and from its focus on offering a wide range of effective and environmentally-friendly products. The company will also benefit from its strong focus on ensuring high and consistent quality. In the forecast period, the company will continue to drive sales for key product areas such as standard powder detergents by...

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