

Beohemija doo in Home Care (Serbia)

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Abstracts

Beohemija will continue to expand its product portfolio over the forecast period in an effort to strengthen its competitive position in Serbian home care. Unlike many domestic players in this market, Beohemija makes a concerted effort to create new trends instead of simply following those set by others. The company will also continue to invest in the expansion of its distribution network over the forecast period.

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