

Bio Consumer Co Ltd in Home Care (Thailand)

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Abstracts

Bio Consumer owns 10 brands in its portfolio, and four of these are present within home care. Bio Consumer is expected to continue to build brand awareness for its portfolio. The company's Fineline and Smart within laundry care cover demand for concentrated formulas from the low end of sales to premium-priced products. Its brand D-nee is a baby care specialist product which covers from bath and shower to laundry care whilst Tomi is a brand within surface care and toilet care. Product innovation...

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