

# Bliss Brands (Pty) Ltd in Home Care (South Africa)

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## Abstracts

Bliss Brands is expected to continue benefitting from its offer of affordable quality, widespread distribution and strong new product development during the forecast period. The company will continue pursuing its aggressive growth path in laundry care, having entered hand dishwashing in 2014. In addition, the company is expected to focus on driving stronger sales for its entire product range through the wider distribution of its products, which are categorised under hand dishwashing, hand wash d...

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