

Bolton Cile España SA in Home Care (Spain)

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Abstracts

Bolton Cile España has been focusing on expanding its portfolio. It markets its own products as well as other well-known brands, especially within packaged food. The company is expected to continue to innovate, with a particular focus on its two main non-food brands, WC Net and Omino Bianco, which are fast obtaining the confidence of Spanish consumers. Its strategy is to boost the presence of its brands in major retailers, in order that its products become consumers' first choice. It is also...

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