

## Bolton Manitoba SpA in Home Care (Italy)

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### Abstracts

Bolton Manitoba SpA has been very successful in recent years in Italy thanks to its key brands, and it is keen to maintain and even expand its presence in the country even further. The key strategy for growth in Bolton Manitoba's near future is to increase its advertising investment, as well as launch new products that help it to enter new markets and new selected distribution channels.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

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June 2013

### **LIST OF CONTENTS AND TABLES**

Strategic Direction

Key Facts

Summary 1 Bolton Manitoba SpA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Bolton Manitoba SpA: Competitive Position 2012

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