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Bolton Nederland BV in Home Care (Netherlands)

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Abstracts

During the forecast period, Bolton is set to focus on consolidating its strong position in toilet care with the WC Eend brand through the launching of new value-added brand extensions. By doing so, the company hopes to stay one step ahead of its competitors in general and private label in particular. Another goal for the company is to increase the penetration of toilet care products at the expense of bleach. The company aims to extend its WC Eend and Dubro brands to various surface care...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

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