

# Caola Kozmetikai és Háztartás vegyipari Zrt in Home Care (Hungary)

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## Abstracts

The company manufactures and distributes time-tested, renowned products on the domestic market and aims to increase its share by supplying consumers with good quality but simple, inexpensive products. The key consumers of the company's products are older people, with smaller disposable income levels, that have been regular users of the company's brands for decades. Besides home care products, the company also offers cosmetics at affordable price levels, and, with its continuously widening...

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