

Carbro Manufacturing in Home Care (South Africa)

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Abstracts

Carbro Manufacturing is expected to further expand its home care portfolio during the forecast period. The company will continue to focus on offering highly specialised niche products, where it is less likely to face strong competition from private label or well-advertised global brands. The company is expected to continue to benefit from strong customer loyalty for its existing range, which will continue to be supported by word-of-mouth recommendations in the absence of high profile marketing.

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

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