

Cederroth AB in Home Care (Sweden)

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Abstracts

With an in-house product development department, Cederroth places a strong emphasis on innovation, utilising laboratories in Upplands Väsby, Falun, Lyngby and Warsaw. In home care, this will focus on the development of the Grumme brand, with a particular emphasis on products with green credentials.

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

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