

# Cera Ingleza Indústria e Comércio Ltda in Home Care (Brazil)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C913CB15678EN

## Abstracts

Cera Ingleza attempts to fill in potential gaps left behind by home care giants such as Reckitt Benckiser through the expansion of its portfolio into attractive categories such as surface care, insecticides and auto care. The company's strategy consists in the offer of reasonably priced products to lower income groups. Growth strategies include expansion into the southern region, São Paulo and Rio de Janeiro.

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Euromonitor International

July 2013

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