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Ceras Johnson Ltda in Home Care (Brazil)

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Abstracts

Ceras Johnson's growth strategy is based on the assumption that Brazilian consumers have become more diversified in their purchase behaviour of home care products. As such, the company sees growth opportunities in air care and insecticides which present attractive prospects. Growth is to come through acquisitions as well as through expansion of production capacity

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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