

Clorox Argentina SA in Home Care (Argentina)

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Abstracts

The company's goal is to focus on advertising for its leading brand Ayudín in bleach over the forecast period with the intention of boosting its sales. This category registered a sharp fall in volume terms over the review period, which has impacted very negatively on Clorox since this is its star category with it holding a retail value share of 70% in bleach in 2016.

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