

# Clorox Chile SA in Home Care (Chile)

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## Abstracts

Clorox Chile's main focus is to maintain its dominant position within bleach, where it accounted for some 82% of value sales in 2016, whilst continuing to attempt to expand into other categories, such as surface care and floor polish. The company regularly introduces new products into the Chilean market from other international markets, where they have proven to be successful. In addition, Clorox also develops marketing campaigns every year, associating its main brands with day-to-day cleaning a...

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