

# Clorox Perú SA in Home Care (Peru)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C5CC4F264F5EN

## Abstracts

Clorox Perú is expected to continue focusing on product innovation and launching a wider variety of packaging sizes to meet the preferences of Peruvian consumers with different budget restraints. In addition, the company is set to continue to support its leading brands through television advertising.

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