

Colgate-Palmolive France SA in Home Care (France)

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Abstracts

For Colgate-Palmolive France, the priority is to invest further in its “green” range of products, Ajax Natura Verde and in a new generation of all-in-one products, notably in dishwashing with Paic Excel +. However, whilst the latter innovation has room for growth, industry sources have doubts about the long-term potential of Ajax Natura Verde, notably due the possible lack of profitability of this brand and the growing scepticism from some consumers about standard brands with neo-green...

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Contents

COLGATE-PALMOLIVE FRANCE SA IN HOME CARE (FRANCE)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Colgate-Palmolive France SA: Key Facts

Summary 2 Colgate-Palmolive France SA: Operational Indicators

Company Background

Production

Summary 3 Colgate-Palmolive France SA: Production Statistics 2012

Competitive Positioning

Summary 4 Colgate-Palmolive France SA: Competitive Position 2012

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