

Delta Pronatura Handels GmbH in Home Care (Austria)

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Abstracts

The main strategy of the company is a strong focus on positioning its brands in various fast-moving consumer goods categories, such as laundry care, consumer health and beauty and personal care. The company strategy within home care over the forecast period will be to continue offering high-quality products to its consumers in order to further increase its share and establish itself more firmly in Austria.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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