

Devineau SAS in Home Care (France)

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Abstracts

Devineau was historically involved in the manufacturing and distribution of upmarket scented candles and candle air fresheners. In recent years, the company diversified its product line into other air care products; for example, it launched its very own electric wax melt Ciris in 2016. In order to broaden its consumer base, Devineau also launched affordable premium variants. It is expected to continue with diversification and to “de-premiumise” some of its product offers. Devineau is also likely...

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