

Ditra Sitra (Dubai) in Home Care (United Arab Emirates)

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Abstracts

The company aims to recover the value share it has lost within laundry detergents, as it faces increasing competition from multinational brands. Ditra Sitra (Dubai) aims to continue targeting lower-income consumers through widening its retail distribution and offering in-store promotions and discounts. The company will also focus on manufacturing private label through securing deals with leading chains of hypermarkets and cooperatives.

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