

# **Ecover Belgium NV in Home Care (Belgium)**

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### **Abstracts**

Ecover Belgium NV is one of the most important manufacturers of ecological products operating within Belgian home care. The company gained strong popularity over the course of the review period thanks to its focus on innovation, its extended product range and its strong communication and promotional efforts. Ecover is expected to move further in this direction during the forecast period in order to strengthen its position as the leading player in ecological home care products in Belgium. Over th...

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