

Ecover Ltd in Home Care (United Kingdom)

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Abstracts

Ecover Ltd is well positioned to benefit from the rising demand amongst UK consumers for ethically sourced materials and eco-friendly cleaning products, which should continue to develop over the forecast period. As the UK experiences a broad recovery in real wages, UK shoppers will likely experience a modest reduction in price sensitivity with regard to home care. This will allow a gradually increasing number of consumers to act upon their desire for “green” home care products. As a result of Ec...

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Contents

Strategic Direction

Key Facts

Summary 1 Ecover Ltd: Key Facts

Summary 2 Ecover Ltd: Operational Indicators

Competitive Positioning

Summary 3 Ecover Ltd: Competitive Position 2016

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