

## Ecover NV in Home Care (Netherlands)

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### Abstracts

Ecover NV is currently focused on achieving the position of one of the world's leading environmentally-friendly home care products manufacturers. As such, the company is active in consolidating its position through better retail shelf positioning and expanding the range of products it offers. The company is looking to expand the distribution of its products to include grocery retailers outlets, exploring the possibility of including the brand in the portfolios of mainstream Dutch supermarket...

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