

# Egyesült Vegyi Muvek Zrt in Home Care (Hungary)

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## Abstracts

The main strategy of the company is to compete with private label products and gain higher market share. As Egyesült Vegyi Muvek is in the top five of home care players, its main goal to keep its position and offer good quality products at affordable prices which are sought-after by customers who are prone to switching from premium, international brands to cheaper products. Egyesült Vegyi Muvek seeks to balance tradition with innovation.

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