

Empresas Demaria SA in Home Care (Chile)

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Abstracts

During the review period, Demaria merged with Cia Manufacturera de Aconcagua to form Empresas Demaria. As part of this process, Demaria – under its new name Empresas Demaria – acquired the strongly recognised Virginia brand. By modernising its product design and level of diversification and launching new formulas, the company remains a significant competitor to leading international players. The transition has been successful so far and Empresas Demaria is currently looking to attract higher inc...

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