

Eureka Hellas SA in Home Care (Greece)

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Abstracts

Eureka Hellas will continue to invest in new product launches in home care, while relying on its domestic origins to appeal to consumers. Eureka's strategic direction over the forecast period will be to expand into new categories and strengthen its position in those where it is already present.

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Contents

Strategic Direction

Key Facts

Summary 1 Eureka Hellas SA: Key Facts

Summary 2 Eureka Hellas SA: Operational Indicators

Competitive Positioning

Summary 3 Eureka Hellas SA: Competitive Position 2016

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