

FH Engel SA in Home Care (Chile)

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Abstracts

The fact that FH Engel produces a great variety of bleach products means it suffered a drop in production volume as a result of the raw material shortage between March and April 2012. As a result, the company increased its focus on its other products in order to maintain brand recognition and benefit from rising consumer disposable incomes. FH Engel is likely to introduce products that offer convenience and could thus lose some popularity amongst lower income consumers in the medium term.

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