

Godrej Group in Home Care (World)

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Abstracts

Godrej Group has emerged as a key home care player within the rapidly expanding Indian market and has also seen its global position improve strongly. This profile analyses the company's strategy for expansion internationally into other emerging economies in Asia and Africa. The company is also looking to generate value through category diversification and product innovation tailored towards local preferences, to target the growing middle-class both in urban and rural areas.

Euromonitor International's Godrej Group in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Scope of the Report
Introduction
State of Play
Exposure to Future Growth
Competitive Positioning
Home Insecticides
Air Care
Key Findings
Appendix

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