

Gongoni Co Ltd in Home Care (Nigeria)

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Abstracts

Gongoni is expected to continue to invest in its production capacity and range in the forecast period. The company is keen to further expand its range across home care, particularly as spray/aerosol insecticides is expected to see only slow sales growth. The company will seek to offer affordable products and is likely to invest in consumer research as it seeks to develop appealing products and scents within home care. Air care, surface care and laundry care are expected to prove key focus areas...

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