

# Henkel Australia Pty Ltd in Home Care (Australia)

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### **Abstracts**

In a highly volatile business environment characterised by a rapidly changing market with increasing importance attached to sustainability, Henkel Australia is seeking to continue to grow its margins and promote sustainability across all its business activities through developing exciting product innovations. This will allow the company to differentiate itself in a highly competitive market, which is set to benefit consumers in Australia.

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

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