

Henkel Central & Eastern Europe GmbH in Home Care (Austria)

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Abstracts

Over the forecast period, Henkel Central & Eastern Europe (Henkel CEE) is expected to continue to focus on investing in innovations and new technologies in home care in Austria, in order to expand its consumer base. In 2016, the company led a number of home care categories to be the leading player overall. Over the forecast period, Henkel CEE is set to further strengthen its position in home care in Austria while focusing on global expansion through mergers and acquisitions.

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