

Henkel & Cie AG in Home Care (Switzerland)

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Abstracts

Over the forecast period, Henkel & Cie aims to strengthen its position in its leading categories and experience a stronger performance in home care than its competitors. Accordingly, the company's future strategy is to strengthen the position of its top leading brands in home care.

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

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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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