

Henkel Costa Rica Ltda in Home Care (Costa Rica)

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Abstracts

This international competitor is anticipated to remain focused on the further development of more specialised areas of home care, to gain additional momentum amongst a wider base of mid- and higher-end buyers over the forecast period in Costa Rica. This is especially the case in relation to liquid laundry detergents and liquid hand dishwashing, while maintaining its offer of more traditional formats, including dishwashing paste and powder detergents. Besides its major focus areas, this player wi...

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