

# Henkel CR spol sro in Home Care (Czech Republic)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H330423778FEN

## Abstracts

Consolidating the company's value share of home care during 2017 and retaining its leading positions in laundry care, dishwashing and toilet care are going to be major focus points. Significant marketing support and price promotions of key brands and product innovation are going to be utilised in order to achieve slight value sales growth in 2017.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

## Why buy this report?

Get a detailed picture of the Home Care market;

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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