

Henkel CR spol sro in Home Care (Czech Republic)

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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.

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

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