

# Henkel France SA in Home Care (France)

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## Abstracts

Since 2014, Henkel has been battling with Unilever for the leadership in French home care at GBO level. After taking over the lead in 2014, Henkel dropped back to second over 2015-2016. It will most probably redouble its efforts to gain sales share and take the lead in home care in the near future. For instance, one category in which the company is not yet present and in which it might invest is automatic dishwashing.

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