

Henkel Italia Srl in Home Care (Italy)

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Abstracts

During 2016, Henkel confirmed its leading position in home care in Italy. The company is not only renowned for the popularity of its brands among Italian consumers (eg Dixan), but it demonstrates its ability to be innovative and lead in all of the most important trends. Henkel's declared strategy is to lead categories, eventually through strategic acquisitions, or interrupt non-strategic activities.

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