

# Henkel Nederland BV in Beauty and Personal Care (Netherlands)

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H0D894D5981EN

## Abstracts

Henkel Nederland's strategy is to further strengthen the position of its leading brands in the Netherlands by introducing new innovations and increasing its targeted marketing efforts to enhance awareness of its products and brands amongst consumers. The company also plans to focus on sustainability issues in its products whilst providing affordable and products which are easy to use.

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