

# Henkel Nederland BV in Home Care (Netherlands)

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## Abstracts

Henkel Nederland's strategy is to continue promoting its brands in the Netherlands; it continues to rebrand the brands it acquired from Spotless Benelux in 2014. Thus, Henkel aims to remain innovative and strengthen its top brands, in order to outperform competitors and gain market share in the Netherlands. At the same time, the player is responding to sustainability trends and consumer needs, such as accessible luxury goods and ease of use, to increase its relevance to local consumers.

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