

Henkel Rus OOO in Home Care (Russia)

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Abstracts

Henkel Rus OOO is the second largest player in Russia home care with a 16% value share in 2016. The company is seeking to increase its sales in established and developing markets with special attention to the development of its core brands. According to the company's strategic plan, the sales of its 10 core brands should cover 75% of the total company's sales by 2020.

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