

Henkel SpA in Home Care (Italy)

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Abstracts

To strengthen its newly conquered first position within home care in Italy, Henkel will focus on widening its portfolio with innovations and new added-value products. Henkel will concentrate its effort and investments on concentrated detergents for laundry care and dishwashing detergents as these are Henkel's core markets in Italy. The company will continue focusing on a strategy that will involve a sustainable development, whilst, regarding advertising campaigns, the company will increase its...

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