

IBA SA in Home Care (France)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I68ADC3C130EN

Abstracts

IBA is expected to maintain the strategy developed in recent years. This domestic player should continue to be essentially focused on odour neutralisers for use in the kitchen. In recent years, IBA showed a desire to diversify its activities by entering candle air fresheners. However, this player will have difficulties competing with companies already present in this market.

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