

Industrias H24 SA de CV in Home Care (Mexico)

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Abstracts

Industrias H24 offers low-priced products with acceptable quality, targeting low- and middle-low-income consumers. The company participates in several home care categories such as home insecticides, laundry care, surface care, toilet care and air care. Its low price strategy intends to gain share amongst price driven consumers that are willing to try new brands and products.

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