

Irex de Costa Rica SA in Home Care (Costa Rica)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I85C6FBAEF7EN

Abstracts

Local manufacturer Irex de Costa Rica SA is expected to remain focused on taking advantage of its large scale operations to continue targeting a broad base of lower- and mid-end local buyers. It will look to keep its value-for-money proposals within the most traditional home care categories, including powder laundry detergents, dishwashing and bleach.

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