

# Jeyes Deutschland GmbH in Home Care (Germany)

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## Abstracts

Jeyes Deutschland GmbH experiences very strong competition in air care, toilet care and home insecticides in Germany. Jeyes divides its production between its own four brands Aromair, Bloo, fresh and Globol. The company was challenged on most brands due to increased competition and reduced consumer demand. In the forecast period, unless it increases its efforts to distinguish its brands from competitors, it is likely to weaken in value share.

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