

Kao Corp in Home Care (Japan)

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Abstracts

As the leading company in home care as well as a number of categories within home care, Kao looks to further solidify its position by launching value-added products and leveraging its strong brands, such as Attack in laundry care, Magiclean in surface care and toilet care and CuCute in dishwashing. As one of the largest manufacturers in Japan, the company also strives for more environmentally-friendly operations during the forecast period, aiming to reduce CO2 emissions by 35% and water usage by...

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Contents

Strategic Direction

Key Facts

Summary 1 Kao Corp: Key Facts

Summary 2 Kao Corp: Operational Indicators

Competitive Positioning

Summary 3 Kao Corp: Competitive Position 2016

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