

# Kao (Hong Kong) Ltd in Home Care (Hong Kong, China)

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## Abstracts

Over the forecast period Kao (Hong Kong) is expected to consolidate its leading position in home care by constant product innovation in laundry care, bleach and surface care, and effective marketing campaigns to attract and retain consumers' interest.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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