

# Kao Indonesia PT in Home Care (Indonesia)

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## Abstracts

Over the forecast period, Kao Indonesia is expected to further strengthening its position in home care, especially in laundry care. The company is set to continue focusing on its Attack laundry detergents brand, targeting middle-income and high-income consumers. Offering unique products with value-added benefits such as Attack Batik Cleaner, a detergent designed especially to be used on batik clothes, is set to remain at the core of the company strategy throughout the forecast period, along with...

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

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## Contents

Strategic Direction

Key Facts

Summary 1 Kao Indonesia PT: Key Facts

Competitive Positioning

Summary 2 Kao Indonesia PT: Competitive Position 2016

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