

Kesko Oyj in Home Care (Finland)

<https://marketpublishers.com/r/K07C975EC21EN.html>

Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K07C975EC21EN

Abstracts

Kesko Oyj aims to be the leading and most dynamic chained retailer in Finland. It is already one of the biggest players in private label home care. Its central strategy is to offer Finnish consumers competitively-priced and good quality home care products which can compete with regular brands. Since 2015, the retail giant has been renewing its concept and look, with remodelling being extended to K-Citymarket, K-Market and K-Rauta. Furthermore, the retailer plans to improve digital services and o...

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.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Kesko Oyj: Key Facts

Summary 2 Kesko Oyj: Operational Indicators

Competitive Positioning

Summary 3 Kesko Oyj: Competitive Position 2016

I would like to order

Product name: Kesko Oyj in Home Care (Finland)

Product link: <https://marketpublishers.com/r/K07C975EC21EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K07C975EC21EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970