

# Kinocare Era Kosmetindo PT in Home Care (Indonesia)

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## Abstracts

Kinocare Era Kosmetindo is expected to continue with its strategy of entering new consumer goods categories. The company uniquely positions products without emphasising the need to nurture a certain category with a complete product offering. It is also expected to continue developing its baby care offering in line with this strategy, including products classified under home care, such as baby accessories cleansers.

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