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Kronex Chemicals Ltd in Home Care (Kenya)

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Date: March 2015
Pages: 2
Price: US$ 572.00 (Single User License)
ID: K97C04BA60EEN

Abstracts

Kronex Chemicals is a new company, having launched in 2013 with the launch of Basil hand dishwashing. Following the 2014 launch of Basil multi-purpose cleaners, the company is expected to continue to rapidly expand its home care range in Kenya in the forecast period. The company operates its own research and development department, which was focused on developing a wide range of products at the end of the review period. These include toilet liquids, bleach and home care disinfectants in home...

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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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