

Laboratorios Cofarma SA in Home Care (Colombia)

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Abstracts

Laboratorios Cofarma SA is a medium-sized domestic company that has witnessed strong sales growth due to its focus on new product development and innovation with its leading brands Tergo and Bonaire. Over the forecast period, the company will strive to strengthen Rayol, its home insecticides brand at a regional level, which will be a challenge due the domination of Raid. It will also continue to extend the portfolio of its leading brands (Bonaire and Tergo) with new developments. The company wil...

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