

# Libella Sp zoo in Home Care (Poland)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LD9CD3250E0EN

## Abstracts

Libella continues to manufacture two types of products: Home care and groceries, in the company's two plants. Libella's future direction is to strive for dynamic growth and develop a new strategy. Its basic assumptions are the dynamic development of distribution channels and the entrance into new market segments with new products - based on traditional and proven recipes. Implementation of the strategy is supported by a promotional campaign with the slogan: 'Libella. Tradition is an...

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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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