

# Lion Corp (Thailand) Ltd in Home Care (Thailand)

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### **Abstracts**

Lion Corp is expected to focus on laundry care more than any other major home care category over the forecast period, given that product types such as powder detergents enjoy high levels of penetration in Thai households. The company will continue to invest heavily in research and development to create new mid-priced and premium laundry care products that cater to a broad range of target consumer groups. It will also invest in the construction of a new plant in Thailand in 2017, primarily to inc...

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