

Medikémia Zrt in Home Care (Hungary)

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Abstracts

Medikémia's main strategy is to offer high-quality chemical products across a range of product areas such as car maintenance, sprays/aerosol paints and home care products. In home care Medikémia tries to keep its position and gain higher market share with its standard quality wipes and economy brand Hippolit in surface care. The company is focusing on innovation and product development. Medikémia competes with domestic companies and private label operators as it offers mainly standard and...

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