

Meteor dd in Home Care (Croatia)

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Abstracts

Meteor dd is a company with a product portfolio covering rather mature categories of home care (shoe polish, laundry aids, surface care and toilet care) and beauty and personal care products (soap and hair care). To manage such a diversified product portfolio, the company would need to focus on its most prominent brands, with advertising and marketing activities that would increase brand awareness among Croatian consumers. During the review period Meteor dd worked on research and development of...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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