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Paxan Co in Home Care (Iran)

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Abstracts

Paxan Co aims to strengthen its position in home care by improving the quality of its existing portfolio, and at the same time launching new products in categories which are emerging in the Iranian market. Improving distribution is one of the key pillars for success for the company, which will be done through trade activities in both traditional and modern channels. One key priority of the company is to prevent further market share loss to Pakshoo Co and Henkel Pakvash PJSC in the coming years.

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