

Punch Industries Ltd in Home Care (Ireland)

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Abstracts

Punch Industries has a strong presence in supermarkets and hypermarkets at the end of the review period and has wide presence in different product areas within home care. The struggle for Punch Industries remains threefold, however. First of all, its distribution portfolio remains quite slim: It is concentrated in supermarkets/hypermarkets and is not competing in other retail areas. This opens it up to a second problem which is that it is consequently always in competition with private label;...

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