

Química Amparo Ltda in Home Care (Brazil)

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Abstracts

During the review period, Química Amparo registered strong current value growth in most of its core home care categories. This positive performance was made possible by increased production, portfolio diversification and the expansion of its distribution network in various parts of Brazil. The company aims to continue expanding distribution of its affordably priced products in the northeastern region and in smaller cities throughout the country in order to capitalise on strong growth in the numb...

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Contents

Strategic Direction

Key Facts

Summary 1 Química Amparo Ltda: Key Facts

Competitive Positioning

Summary 2 Química Amparo Ltda: Competitive Position 2016

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