

# Realchimica SpA in Home Care (Italy)

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## Abstracts

Realchimica aims to strengthen its position in home care in Italy. Following the recent acquisition of Chlabe, Realchimica will likely focus on the Quasar brand, aiming at strengthening its position within surface care over the forecast period. At the same time, the company is expected to continue innovating the Chanteclair range as well as investing to increase the brand awareness competing alongside Italsilva with its Spuma di Champagne brand.

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

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Euromonitor International

June 2013

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