

Reckitt Benckiser Arabia FZE in Home Care (United Arab Emirates)

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Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: RE03B0C5617EN

Abstracts

The company is aiming to continue offering new innovations and a wide product range covering most of the categories within the home care industry. Reckitt Benckiser is continuing its massive investment in marketing in order to leverage its top brands in health, hygiene, home and food. In the United Arab Emirates, it is aiming to build closer connections with consumers through below-the-line activities across the country, including in stores. This is providing the company with very positive outco...

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