

# Reckitt Benckiser (Australia) Pty Ltd in Tissue and Hygiene (Australia)

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Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: RC39A077385EN

## Abstracts

In 2012, Reckitt Benckiser Australia (Pty) Ltd announced a fresh strategy of focusing on faster growth and higher-margin categories within the consumer health and tissue and hygiene categories. The company is aiming to provide customers with innovative solutions for “healthier lives and happier homes” through the development of household cleaning and health products. The launch of the company’s Powerbrands (19 of its most popular products) maintained its stronghold as a global leader of...

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