

Reckitt Benckiser Austria GmbH in Home Care (Austria)

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Abstracts

In order to obtain a competitive advantage over its main competitor, Henkel Central & Eastern Europe, in the forecast period, Reckitt Benckiser Austria is expected continue to invest strongly in the research and development of new technologies. Consequently, the company is looking to establish itself more firmly in Austria and assume the leading position in home care primarily through innovation and new product launches. In doing so, it is likely to focus on categories in which it is well-establ...

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