

Reckitt Benckiser (Brasil) Ltda in Home Care (Brazil)

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Abstracts

Brazil remained one of the most important markets for Reckitt Benckiser at a global level in 2016. Accordingly, the company is expected to continue investing in new product development, marketing, logistics and manufacturing in the country over the forecast period. In particular, it is expected to invest heavily in its consumer health operations in Brazil.

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