

Reckitt Benckiser France SA in Home Care (France)

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Date: April 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: R4B64EDD12EEN

Abstracts

In order to contain eroding sales value in France, Reckitt Benckiser is set to adopt a premiumisation strategy for its different home care product lines; appropriate price positioning and distribution channels will likely remain key challenges to this end.

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