

# Reckitt Benckiser Italia SpA in Home Care (Italy)

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## Abstracts

Reckitt Benckiser Italia performed well in 2016, retaining its position as one of the leaders in home care. One of the company's main assets is brand equity, and its activities enable it to grow with every competing brand in the Italian market. This tact had been pursued through innovation and advertising campaigns to reinforce consumers' awareness.

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