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Reckitt Benckiser Portugal Lda in Home Care (Portugal)

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Abstracts

Due to its importance in Portuguese home care, being the second player with a total 14% of value sales, Reckitt Benckiser Portugal will continue to invest in developing a closer relationship with its clients through communication and product differentiation. It will namely do this in the more relevant categories for the company such as air care where it leads, but also in dishwashing and laundry care.

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