

# Reckitt Benckiser South Africa (Pty) Ltd in Home Care (South Africa)

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## Abstracts

Increasing consumer interest in home care products is expected to help Reckitt Benckiser South Africa record growth over the forecast period. The company has the ability to be flexible in terms of brand positioning by targeting all consumer groups in South Africa, from low-income to high-income households. In addition, the growing urban population and high levels of pollution in South Africa are expected to help Reckitt Benckiser become a stronger competitor within home care disinfectants. This...

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