

# Rinrei Wax Co Ltd in Home Care (Japan)

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## Abstracts

Rinrei Wax aims to produce products which can contribute to a comfortable life, in accordance with the changes in the times. However, as a company which is focused on floor cleaners and floor polish, it will face a challenging time within home care over the forecast period, due to the innovations in terms of types of flooring. Consequently, it is possible that the company may shift its focus towards automotive and industrial products, as well as using its expertise in floor cleaning products to...

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