

Robert McBride Ltd in Home Care (United Kingdom)

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Abstracts

Robert McBride Ltd is the leading manufacturer of private label home care and looking to drive private label growth into the forecast period. Although private label lost share towards the end of the review period, the forecast period offers potential as consumers look to cheaper products in times of economic difficulty. The company will also be looking to build its own brand presence. Starting from a small base, but with substantial capital strength and distribution experience behind it, this...

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