

# **Rolco Bianil SA in Home Care (Greece)**

https://marketpublishers.com/r/REF1A3F87B1EN.html

Date: March 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: REF1A3F87B1EN

#### **Abstracts**

The company's objective is to strengthen its position in the home care market and boost its sales. The acquisition of the Rol and Essex brands from Procter & Gamble and the launch of the Fresh & Clean home care line were key steps towards this objective.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research



reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



### **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Rolco Bianil SA: Key Facts

Summary 2 Rolco Bianil SA: Operational Indicators

Company Background

Production

**Competitive Positioning** 

Summary 3 Rolco Bianil SA: Competitive Position 2014



#### I would like to order

Product name: Rolco Bianil SA in Home Care (Greece)

Product link: https://marketpublishers.com/r/REF1A3F87B1EN.html

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/REF1A3F87B1EN.html">https://marketpublishers.com/r/REF1A3F87B1EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970