

Sarantis SA, Group in Home Care (Greece)

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Abstracts

Over the forecast period, the company will continue to use aggressive discounting in order to address Greek consumer needs which are focused on pricing. Placing particular emphasis on home insecticides will be a priority for the company given that this remains a relatively recession resilient market. Following the acquisition of the brand Vapona in 2012, the company is expected to boost its share in the coming years.

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