

SC Johnson & Son Chile Ltda in Home Care (Chile)

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Abstracts

SC Johnson & Son Chile is the second most important home care company in Chile and continues to expand and grow. The company is present in various home care categories and its products are increasingly recognisable to Chileans, especially in air care, home insecticides and toilet care. In 2016, the company maintained its leadership in kitchen cleaners due to the popularity of its Mr Muscle brand.

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

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