

SC Johnson & Son de Argentina SAIC in Home Care (Argentina)

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Abstracts

SC Johnson & Son is ranked second in home care in 2016. With the end of barriers to imports in 2016, the company is committed to launching new products in the short term, particularly those that have been imported and which have high profitability. During 2015 and 2016 there were very few launches from the company as it is waiting for a better economic context to ensure that any new launches will have the expected performance.

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