

Société de Détergents de Tunisie SODET in Home Care (Tunisia)

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Abstracts

Société de Détergents de Tunisie intends to remain a solid competitor within home care in Tunisia. The company is expected to follow international key players in terms of product launches in order to maintain brand awareness and its position within laundry care. SODET positions its products at the low- to mid-price range in order to increase its household penetration rate and compete with international players in Tunisia.

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