

Sovena SA in Home Care (Portugal)

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Abstracts

Sovena's main interest is focused on oil-based products for consumer consumption and the production of biodiesel rather than home care. In home care, the company is present in only one category, bar detergents, with its Clarim brand. The goal for the company is to maintain its clear leading position in these very specific categories thanks to the new marketing strategy it developed in 2014.

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