

# Spotless Iberia in Home Care (Portugal)

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## Abstracts

Sara Lee Household & Bodycare Portugal sold its Portuguese operations to Spotless Iberia in December 2011. This was part of the global dissolution of the company. With the deal, Spotless Iberia acquired Dum Dum, a Portuguese home insecticides brand established in 1959 that was in Sara Lee's hands. Dum Dum, a leading brand in home insecticides, joined Vim Clorex in the Portuguese portfolio of Spotless. Dum Dum's acquisition caused the French company to double the value of its share in Portuguese...

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## Contents

Strategic Direction

Key Facts

Summary 1 Spotless Iberia: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Spotless Iberia: Competitive Position 2013

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