

Spotless Iberia in Home Care (Portugal)

<https://marketpublishers.com/r/S6162F74313EN.html>

Date: April 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S6162F74313EN

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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Spotless Iberia: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Spotless Iberia: Competitive Position 2013

I would like to order

Product name: Spotless Iberia in Home Care (Portugal)

Product link: <https://marketpublishers.com/r/S6162F74313EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S6162F74313EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970