

# Swipe (HK) Ltd in Home Care (Hong Kong, China)

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Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SD3C1AAB1DBEN

### **Abstracts**

Over the forecast period Swipe (HK) is expected to consolidate its value share by improving in the categories in which it has a strong presence, namely surface care, dishwashing and laundry care. Its main strategy will be centred on further specialisation rather than venturing into new territories.

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