

Tomil sro in Home Care (Czech Republic)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: TC5656A1DCCEN

Abstracts

Tomil is going to continually bet on its domestic product status and long product tradition. While it is not expected to record dynamic growth over 2017 or 2018, it may gain value share due to stronger product availability in Czech stores (including internet retailing). With a limited marketing budget compared to large multinational competitors, it will focus its advertising activities on a few key brands.

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