

Total Chemindo Loka PT in Home Care (Indonesia)

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Abstracts

Total Chemindo Loka is expected to further expand its presence in home care in Indonesia beyond its current focus on laundry care, with its focus likely to shift towards hand dishwashing and floor cleaners, categories which it entered during 2016. Over the long term, the company may also enter other categories within home care. The company is expected to invest heavily in new product variants with value-added benefits, addressing different consumer needs.

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