

Unilever Brasil Ltda in Home Care (Brazil)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U765A6394F8EN

Abstracts

It is expected that Unilever will continue to invest heavily in marketing activities over the forecast period to increase consumer awareness of its brands and maintain its strong lead in the Brazilian home care market. In particular, the company is expected to focus on promoting flagship laundry care, dishwashing and surface care brands such as Omo, Surf, Sun and Cif. Unilever Brasil has the group's second largest sales operation in the world, behind only the US, and therefore has an essential r...

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