

Unilever China Ltd in Home Care (China)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U0980E0251BEN

Abstracts

Facing huge pressure, Unilever China Ltd is undergoing a series of reform, including adjusting products' prices and the company structure, while reducing costs. It raised its average price by 2% in the first quarter of 2016. It also stated that it will change the package size of the product to drive sales growth.

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