

Unilever de Argentina SA in Home Care (Argentina)

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Abstracts

Unilever of Argentina continues to introduce significant product launches which are accompanied by strong advertising investments in the short term, as was noted in the review period. The company leads home care in Argentina thanks to constant innovation and the development of new products.

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever de Argentina SA: Key Facts

Summary 2 Unilever de Argentina SA: Operational Indicators

Competitive Positioning

Summary 3 Unilever de Argentina SA: Competitive Position 2016

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