

Unilever Finland Oy in Home Care (Finland)

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Abstracts

Unilever Finland aims to remain the leading player in home care. The company's strategy is focused on building and maintaining a loyal consumer base by offering high-quality modern home care products. Unilever is predicted to pay special attention to more advanced and premium lines over the forecast period, developing new products and investing in advertising campaigns in order to defend and grow its value share.

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever Finland Oy: Key Facts

Summary 2 Unilever Finland Oy: Operational Indicators

Competitive Positioning

Summary 3 Unilever Finland Oy: Competitive Position 2016

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