

Unilever Home & Personal Care Ltd in Home Care (United Kingdom)

https://marketpublishers.com/r/UC996FA99ABEN.html

Date: June 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: UC996FA99ABEN

Abstracts

Unilever continues to battle private label across all of the consumer goods industries in which it is present in the UK, including home care. The company's strategy so far has been to focus on extending the portfolios of its core brands, and it achieved some success in this in 2014. As such, the company continues to tamper with its flagship Domestos and Persil brands. Many of these products are available at lower prices, often in smaller packaging sizes. For example, Persil Small & Mighty in...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;



Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Unilever Home & Personal Care Ltd: Key Facts

Summary 2 Unilever Home & Personal Care Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Unilever Home & Personal Care Ltd: Competitive Position 2014



I would like to order

Product name: Unilever Home & Personal Care Ltd in Home Care (United Kingdom)

Product link: https://marketpublishers.com/r/UC996FA99ABEN.html

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/UC996FA99ABEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last Haine.	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970