

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

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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...

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