

# Unilever Indonesia Tbk PT in Home Care (Indonesia)

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## Abstracts

During the forecast period, Unilever Indonesia is set to continue focusing on improving its presence in home care. As a prominent multinational player, the company is expected to launch premium home care products with value-added benefits targeting middle-income and high-income consumers, including Molto Eau de Parfum and Sunlight Extra Nature, each of which was launched in 2016. During the forecast period, the company also plans to focus its sales on internet retailing, with more Unilever produ...

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