

Unilever Italia Srl in Home Care (Italy)

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Date: April 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U81AB007652EN

Abstracts

During 2016 Unilever performed very well in home care. It entered automatic dishwashing with a brand already strong in hand dishwashing, which performed well, grabbing category shares from its competitors and private label. Unilever seemed to demonstrate its intention to grow in importance among Italian manufacturers.

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever Italia Srl: Key Facts

Summary 2 Unilever Italia Srl: Operational Indicators

Competitive Positioning

Summary 3 Unilever Italia Srl: Competitive Position 2016

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