

Unilever Thai Holdings Ltd in Home Care (Thailand)

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Abstracts

Over the forecast period, innovations by Unilever in home care are likely to be geared towards fulfilling its “Sustainable Living Plan” mission, which aims to halve the company’s overall environment impact by 2020. The company is also expected to bring more of its global brands into Thailand, as opposed to investing heavily in the development of new brands and products specifically for the Thai market, to meet the evolving needs of various demographic groups in the country.

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