

Unilever UK Ltd in Home Care (United Kingdom)

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Abstracts

Over the forecast period, as rising real wages somewhat lessen UK consumers' sensitivity to home care price fluctuations, Unilever UK is positioned to profit from a further aggressive expansion of its key Domestos and Persil brands. The firm is set to focus on renewed investment in new product development in order to counter the rising sophistication of private label. Over the review period, Domestos recorded a strong performance as Unilever UK used the brand's strength within bleach to increase...

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever UK Ltd: Key Facts

Summary 2 Unilever UK Ltd: Operational Indicators

Competitive Positioning

Summary 3 Unilever UK Ltd: Competitive Position 2016

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