

# Villard & Louis SAlyC in Home Care (Argentina)

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## Abstracts

Villard & Louis SAlyC is in an expansion phase, looking to work in additional markets in Latin America and globally, but mainly Mercosur markets. It continues to fight to become known as a leader in polishes. The category the company will pursue most is surface care, where it will be able to benefit from the strong brand equity of its star brand, Suiza, currently ranking second in polishes.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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