

# Wafir Factory For Industrial Detergents in Home Care (Saudi Arabia)

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## Abstracts

Wafir Factory for Industrial Detergents continues to lose ground in the highly competitive home care market and in particular, laundry detergents. The company is more focused on developing sales through off-trade channels, such as commercial laundrettes. Within retail laundry care however, the company seems to lack a clear strategy to fight massively growing competition, especially from international brands.

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