

# Yeochem (S) Pte Ltd in Home Care (Singapore)

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## Abstracts

In order to enhance its reputation as a distributor of various products, Yeochem (S) Pte Ltd is expected to continue sourcing a variety of popular home care brands from Western countries. Due to the rising awareness of the benefits of purchasing eco-friendly and green home care products in Singapore, Yeochem is likely to import and distribute a wider range of green home care products which are safe for the environment and gentle to the skin. The company is also set to continue targeting...

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

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June 2013

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