

Yick Fung Hong Cosmetic & Detergent Co Ltd in Home Care (Hong Kong, China)

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Abstracts

Over the forecast period Yick Fung Hong Cosmetic & Detergent Co is expected to focus on concentrated laundry detergents in order to meet the growing demand for greater convenience and efficacy when carrying out household chores, given consumers' busy schedules. However, the player is unlikely to venture into other categories, due to the fiercely competitive environment in Hong Kong.

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