

Yuhan Clorox Ltd in Home Care (South Korea)

<https://marketpublishers.com/r/YEC319991FFEN.html>

Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: YEC319991FFEN

Abstracts

To offset challenging conditions in bleach and surface care, in August 2016 Yuhan Clorox entered colour safe laundry bleach with the launch of a new product. This ensured it was well positioned to capitalise on the boycott of products from Oxy Reckitt Benckiser, historically the dominant player in colour safe laundry bleach. The new product emphasises its safety features, which include the inclusion of baking soda in its formula and the absence of an artificial fragrance and fluorescent brighten...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Yuhan Clorox Ltd: Key Facts

Summary 2 Yuhan Clorox Ltd: Operational Indicators 2014-2015

Competitive Positioning

Summary 3 Yuhan Clorox Ltd: Competitive Position 2016

I would like to order

Product name: Yuhan Clorox Ltd in Home Care (South Korea)

Product link: <https://marketpublishers.com/r/YEC319991FFEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/YEC319991FFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970