

Aist ZAO in Home Care (Russia)

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Abstracts

Aist has bright prospects for the forecast period. The company invested in upgrading its production facilities and launching value-added products at affordable prices at the end of the review period, with carefully-tailored innovation likely to continue to characterise its strategy in the forecast period. The company is thus likely to attract many Russian consumers who want to trade up but who remain price-sensitive, given Aist's focus on offering affordable prices. The company is also expected...

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