

Algodonera Aconcagua SA in Tissue and Hygiene (Argentina)

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Abstracts

As the obstacles to imports became increasingly flexible in 2016, Algodonera Aconcagua SA placed its belief in the importation of new products to gain share in the short term. While the focus of the business will continue to be low-income consumers, the intention is to win share by attracting consumers with higher purchasing power. New products that offer unique qualities as well as modern and innovative packaging will be key in this strategy. In October 2016, this process began with the launch...

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