

# Artsana France SAS in Tissue and Hygiene (France)

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Date: March 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A7A2E40AB59EN

## Abstracts

As a newcomer in tissue and hygiene, and more specifically via its 2014 launch of Chicco-branded nappies/diapers/pants, Artsana aims to rapidly gain share in this product category over the early part of the forecast period. As part of its ongoing product diversification plan, in 2015 it launched Chicco baby wipes and is likely to continue expanding its presence in tissue and hygiene.

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