

Beiersdorf (France) SA in Tissue and Hygiene (France)

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Abstracts

Beiersdorf SA is expected to continue its growth in personal wipes over the forecast period. The awareness that the company has in skin care products is transferred to its tissue and hygiene products. However, the company is expected to make an effort to retain its market shares, as competitors (P&G in baby wipes) are aggressive on the market.

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