

Belovo Paper Mills SA in Tissue and Hygiene (Bulgaria)

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Abstracts

Belopaper is expected to actively pursue geographic expansion in the Balkan countries and Central Europe. In its 16 years of existence the company has managed to establish itself as a partner of modern retail formats and traditional shops in Bulgaria, and growth opportunities have diminished. It is not a company which introduces innovation, therefore it cannot be expected that it will make a foray into novelty-driven tissue and hygiene categories (such as specialised wipes and wet toilet paper),...

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