

Boryung Medience Co Ltd in Tissue and Hygiene (South Korea)

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Abstracts

Boryung Medience Co Ltd is a manufacturer of synthetic baby products including detergents, cotton buds, wipes, skin care and clothes. The company almost dominates baby laundry and dishwashing detergent with its B&B brand. As a strategic direction, the company focuses on the Chinese baby market to make up for the stagnation in the domestic baby-related marketplace in the long term due to the low birth rate.

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