

Cederroth AB in Tissue and Hygiene (Sweden)

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Abstracts

Cederroth AB disposed of the cotton wool/buds/pads brand Topz in 2012, indicating the company's intention to consolidate its position within tissue and hygiene. The company is likely to focus on and succeed in consolidating its share in wipes, a category expected to demonstrate healthy retail value growth during the forecast period.

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