

Cederroth International AB in Tissue and Hygiene (Sweden)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C80CFC485B1EN

Abstracts

Cederroth's position in tissue and hygiene is consolidated to wipes. The company holds the leading value sales share position in wipes. The forecast period will see the company attempt to build and strengthen its position in wipes through the ongoing development of its Savett brand with regard to new product launches that appeal to niche/segmented demands.

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Contents

Strategic Direction

Key Facts

Summary 1 Cederroth AB: Key Facts

Summary 2 Cederroth AB: Operational Indicators

Company Background

Production

Summary 3 Cederroth AB: Production Statistics 2013

Competitive Positioning

Summary 4 Cederroth AB: Competitive Position 2014

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