

Cia Canoinhas de Papel in Tissue and Hygiene (Brazil)

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Abstracts

Cia Canoinhas de Papel is expected to increase its presence in its main category, toilet paper, and also in kitchen towels and napkins, all of which represent great potential for growth. The company will continue selling good quality economy products to leading retailers, such as Carrefour, Pão de Açúcar, and Walmart, and may follow the market trend towards value-added products. Its performance will depend on future investments in new product development, packaging, distribution and marketing.

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