

# Cottons Pty Ltd in Tissue and Hygiene (Australia)

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### **Abstracts**

Cottons is expected to continue to grow its distribution in an already highly competitive retail environment, especially through the supermarkets channel. The company is expected to continue to engage in online marketing to educate consumers about the benefit of using chemical-free, 100% cotton sanitary protection products and drive brand loyalty amongst consumers over the forecast period.

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