

De Jour Sanitary Products in Tissue and Hygiene (Australia)

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Abstracts

De Jour Sanitary Products is in a precarious situation. As a fading player that primarily competes in tampons, a category that has delivered half a decade of decline, it will over the forecast period be increasingly at risk of being dropped by major retailers. In order to prove to retailers that it can still generate value in tampons, it launched Miss De Jour – a premium, more “stylish” version of its primary brand. De Jour founder Katrina Allen has, however, subsequently diversified her...

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