

Diapers.com.sg Pte Ltd in Tissue and Hygiene (Singapore)

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Abstracts

Over the forecast period Diapers.com.sg Pte Ltd is expected to focus on expanding its range of products and brands to ensure that they meet consumers' evolving needs. This is crucial as the player aims to ride on the growing popularity of internet retailing due to its convenience. However, they are unlikely to venture beyond the baby, children and maternity categories, in order to consolidate its leadership in these categories.

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