

# Dias & Nogueira Lda in Tissue and Hygiene (Portugal)

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Date: September 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D7693633C30EN

## Abstracts

Dias & Nogueira is a small national company only offering high-quality paper napkins. The company is expected to concentrate on niche categories in order to limit the number of competitors in the overall paper napkins category. The low penetration of such products remains an obstacle and so the company is seeking to improve its distribution network to also include smaller modern grocery retailers.

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