

Drammock Ltd in Tissue and Hygiene (Ireland)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D63D3C88588EN

Abstracts

Drammock may well struggle to maintain share in Ireland during the forecast period. The company is expected to continue to face strong competition from private label at the start of the forecast period, with ongoing economic concerns resulting in strong price-sensitivity. In addition, the company is expected to suffer due to retailers rationalising their product ranges, with a growing focus on the leading brands and private label. Drammock will however continue to push for a stronger...

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