

Duni Benelux BV in Tissue and Hygiene (Belgium)

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Abstracts

Duni Benelux's aim is to progress in the retail market and consolidate its leadership in AFH paper tableware. However, the company is facing the aggressiveness of private label as restaurants are increasingly buying cheap napkins in grocery retailers and cash 'n carry, while also having to contend with the "naked table" trend. It would also like to attract more consumers among the younger demographics. As such, Duni Benelux's strategic direction will continue to offer practical, high-quality...

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