

Durandin SAI, Laboratorios in Tissue and Hygiene (Chile)

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Abstracts

Laboratorios Durandin is facing the challenge of ever-growing competition from international players, which have introduced premium products intended to capture the most profitable customers. Based on a robust portfolio of beauty and personal care products, and with one of the best-positioned brands in baby care, the company has the strength to continue leading baby wipes, and also to extend its brands into other product categories and segments.

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Contents

Strategic Direction

Key Facts

Summary 1 Laboratorios Durandin SAI: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Laboratorios Durandin SAI: Competitive Position 2012

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