

# Easy Beauty Co in Tissue and Hygiene (Egypt)

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## Abstracts

The company aims to strengthen its position within the local market through product innovation and launches within the premium range, as well as investing in marketing activities.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Away-From-Home Tissue and Hygiene, Retail Tissue and Hygiene, Total Tissue and Hygiene.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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