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Elleair Product Co Ltd in Tissue and Hygiene (Thailand)

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Abstracts

Over the forecast period, Elleair Product Co Ltd is expected to aggressively expand its production as well as intensify its research and development efforts, particularly in adult incontinence and sanitary protection. This is in order for it to capitalise on growth opportunities instead of simply relying on nappies/diapers/pants, given Thailand's ageing population and changing consumer dynamics. With its recent entry into baby wipes and sanitary protection, the company is also set to invest in s...

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