

Ellen AB in Tissue and Hygiene (Sweden)

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Abstracts

Ellen AB is expected to continue to drive innovation within the developing niche of probiotic sanitary protection. The company is considered to have reached a degree of saturation within its niche in Sweden, thus forecast period activities are likely to place a greater weight on international expansion, while domestic activities will be focused on consolidating and retaining its competitive position. As the company's product portfolio is distributed solely by the health and beauty retailers...

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