

# Essential Living (S) Pte Ltd in Tissue and Hygiene (Singapore)

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## Abstracts

Over the forecast period, Essential Living is expected to step-up its marketing efforts to educate consumers on the benefits of natural and organic sanitary protection offered by its Natracare brand. In pantyliners and towels, which are dominated by established international brands, the company will continue to focus on gaining retail value shares and offering consumers value for money products, despite premium pricing.

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