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Essity in Tissue and Hygiene (World)

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Abstracts

Essity is one the leading world players in tissue and hygiene. Its historic presence has helped it to develop strategies to increase and strengthen its brand portfolio, and it is now focusing on developing markets, such as China, Russia, Latin America, Southeast Asia and Eastern Europe, in order to ensure future growth beyond the company's core markets. This report analyses Essity's strategy and what plans it has for the forecast period.

Euromonitor International's Essity in Tissue and Hygiene (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tissue and Hygiene market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

Why buy this report?

Get a detailed picture of the Tissue and Hygiene market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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