

# Foodstuffs (NZ) Ltd in Tissue and Hygiene (New Zealand)

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## Abstracts

Foodstuffs (NZ) is expected to continue to look to increase the penetration of its private label portfolio, having invested in relaunching its Pam's range over the review period so as to offer higher quality and improved packaging. Owing to the highly competitive nature of the market, tissue and hygiene is expected to remain a KVI category for the company over the forecast period, with a focus on in-store merchandising to drive impulse purchases.

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