

# Hayat DHC Algérie Sarl in Tissue and Hygiene (Algeria)

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## Abstracts

Hayat DHC is expected to remain a strong player in tissue and hygiene but could see its leadership challenged in the forecast period as this product area becomes increasingly competitive. Domestic players such as Hygianis and Fabrication de Derives de Coton are investing increasingly heavily in new product development and marketing and are likely to prove increasingly strong competitors. Hayat is likely to continue to benefit from its innovative marketing, high quality reputation, strong...

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