

Hidrofer – Fábrica de Algodão Hidrófilo SA in Tissue and Hygiene (Portugal)

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Abstracts

Hidrofer expects to maintain its position as the leading producer of cotton wool/buds/pads in Portugal throughout the forecast period. With the high penetration of private label in the category, the maintenance of business agreements with retailers is essential for the company to maintain its competitiveness. In line with the prevailing dynamics in the category, it is expected that the company will invest in the production of organic cotton wool/buds/pads during the forecast period. In...

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