

Hygiene Kinetics OOO in Tissue and Hygiene (Russia)

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Date: May 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: HC3830DD9B9EN

Abstracts

Hygiene Kinetics is expected to benefit strongly from its wide product range and effective new product development in the forecast period. While its MiLLY TiLLY range failed to gain a significant sales share in nappies/diapers/pants by the end of the forecast period this range is expected to emerge strongly in the forecast period. This will be thanks to wider distribution, increased consumer price-sensitivity and growing trust thanks to word-of-mouth recommendations, while sharp price increases...

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Contents

Strategic Direction

Key Facts

 Summary 1 Hygiene Kinetics OOO: Key Facts

Company Background

Production

Competitive Positioning

 Summary 2 Hygiene Kinetics OOO: Competitive Position 2014

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