

# Ipek Kagit Kazakhstan TOO in Tissue and Hygiene (Kazakhstan)

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## Abstracts

Ipek Kagit Kazakhstan is expected to continue to lead retail tissue over the forecast period, benefiting from strong consumer trust in the quality of its products. As disposable incomes rise over the forecast period, the company is likely to gain further share due to consumers trading up to its brands. The company could also enter retail hygiene over the forecast period, with its parent company having launched incontinence products in Turkey towards the end of the review period. These products...

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