

Johnson & Johnson Industrial Ltda in Tissue and Hygiene (Brazil)

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Abstracts

Celebrating its 80th anniversary in Brazil, Johnson & Johnson Industrial is expected to maintain its position among the top tissue and hygiene manufacturers in Brazil. It will invest primarily in its premium brands, such as Sempre Livre and Carefree, which both recorded current value growth in 2013. It also has a number of strong and resilient brands, such as Band-Aid and Cotonetes, which are expected to continue recording steady value sales. In 2014, the company is expected to invest a great...

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