

Kao (Hong Kong) Ltd in Tissue and Hygiene (Hong Kong, China)

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Abstracts

Over the forecast period, Kao (Hong Kong) is expected to enhance its status as one of the leading players in tissue and hygiene through constant product innovations and relentless marketing campaigns. The company is positioning itself to offer consumers in the middle-income segment good-quality and affordable products in hygiene and beauty and personal care.

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Contents

Strategic Direction

Key Facts

Summary 1 Kao (Hong Kong) Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Kao (Hong Kong) Ltd: Competitive Position 2014

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