

Kao (S) Pte Ltd in Tissue and Hygiene (Singapore)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: KB001DDB283EN

Abstracts

Kao (S) Pte Ltd is expected to sustain its leadership in sanitary protection and wipes through product innovations over the forecast period. Affordable prices and high product quality will remain the mandate for Kao (S) Pte Ltd in retaining a competitive edge amid fierce competition within tissue and hygiene. Convenience will also remain a key factor of consideration for the player when designing its product innovations.

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