

Kimberly-Clark Australia Pty Ltd in Tissue and Hygiene (Australia)

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Abstracts

Kimberly-Clark faces growing competition in tissue and hygiene, especially from private label products such as those offered by Aldi. This is particularly the case in nappies/diapers/pants, one of its main strongholds. In response to this competition, over the forecast period the company is expected to focus on the development of more innovative and value-added products that justify its higher prices. It is also expected that the company will seek to protect and strengthen its competitive positi...

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