

# Kimberly-Clark Belgium NV in Tissue and Hygiene (Belgium)

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## Abstracts

Kimberly-Clark was forced to revise its European strategy at the end of 2012. Severely affected by the recession, the company decided to withdraw from nappies/diapers. Since the strategic change, it has decided to focus on its child care line, which includes Huggies disposable pants. Since 2014, much of its focus has been on the development of moist toilet wipes. The manufacturer plans to continue to invest in innovation for these product types.

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