

# Kimberly-Clark Brasil Indústria e Comércio de Produtos de Higiene Ltda in Tissue and Hygiene (Brazil)

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## Abstracts

Kimberly-Clark is expected to continue investing to maintain its leading position in tissue and hygiene in Brazil. One of the main initiatives adopted by the company relates to it withdrawing from certain categories of the industry. Kimberly-Clark has been adjusting its product portfolio, given the current downturn in macroeconomic conditions, and focusing on items with higher added value. A good example of this is its decision to stop manufacturing paper towels under the Scott brand, in favour...

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## Contents

Strategic Direction

Key Facts

Summary 1 Kimberly-Clark Brasil Indústria E Comércio De Produtos De Higiene Ltda:

Key Facts

Competitive Positioning

Summary 2 Kimberly-Clark Brasil Indústria E Comércio De Produtos De Higiene Ltda:

Competitive Position 2016

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