

Kimberly-Clark Costa Rica SA in Tissue and Hygiene (Costa Rica)

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Abstracts

Over the forecast period, Kimberly-Clark will attempt to strengthen its already sizeable lead in the Costa Rican tissue and hygiene market by launching new products and working to improve distribution and promotion of its established ranges. In particular, it is expected to focus on the development of both value-added products and more competitively priced alternatives that still offer good value for money. At the same time, it is expected that the company will seek to improve its public image...

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