

Kimberly-Clark de México SAB de CV in Tissue and Hygiene (Mexico)

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Abstracts

Kimberly-Clark de México is the undisputable leader in tissue and hygiene in Mexico, both in retail and away-from-home (AFH). To maintain its leading position in the future the company will continue to focus on bringing innovation through new product launches and relaunches, which go beyond tissue and hygiene to also encompass new categories, such as personal care with its new line of hand soap. Some recent product launches were Kleenex Cottonelle Prestige toilet paper (super premium segment) an...

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