

# Kimberly-Clark GmbH in Tissue and Hygiene (Germany)

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## Abstracts

In Germany, Kimberly-Clark only operates in the tissue and hygiene market. Here, its key brands are Kleenex, Huggies, Cottonelle and Camelia. After selling the toilet paper brand Hakle as the initial step of its restructuring process, this process is still ongoing as the company aims to centralise regional operations in Switzerland while remaining solely a sales and distribution company in Germany. The overall objective of this restructuring is to strengthen the company's brand portfolio and to...

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