

Kimberly-Clark Holding Ltd in Tissue and Hygiene (United Kingdom)

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Date: May 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: KC1C97EFD93EN

Abstracts

Kimberly-Clark will continue to undergo restructuring over 2015-2016, which could well result in shifts in its strategy and further changes to its brand portfolio in the UK. The company's disposable pants brands notably appear likely to fully divest the Huggies brand name at the start of the forecast period. The company is likely to struggle to maintain share in overall tissue and hygiene in the forecast period, due to strong competition from private label and players such as Procter & Gamble.

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