

# Kimberly-Clark SA in Tissue and Hygiene (Spain)

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## Abstracts

Kimberly-Clark is focusing on developing value-added products within tissue and hygiene in Spain. After registering a decline in value sales earlier in the review period, when private label gained share at the expense of branded products, Kimberly-Clark posted growth in both 2015 and 2016, demonstrating how its products were aligned with the increasing demand for higher quality and premium products.

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