

Kimberly-Clark (Singapore) Pte Ltd in Tissue and Hygiene (Singapore)

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Abstracts

Kimberly-Clark (Singapore) is expected to face intensifying competition in tissue and hygiene over the forecast period, particularly in terms of price point. It will therefore focus on product innovation to justify its offerings as well as prices, with value-added benefits that allow consumers to enjoy a holistic offering. Improvement in local consumers' understanding will also allow the player to better tailor its product offerings and ensure that innovations are aligned with consumers' needs.

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