

# Kimberly-Clark Taiwan in Tissue and Hygiene (Taiwan)

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## Abstracts

Kimberly-Clark Taiwan is likely to continue its current approach to tissue and hygiene products in Taiwan. In many product areas, the company offers higher-priced mid-range brands backed by secondary-standard brands. The company is likely to continue to upgrade its product range and to be seen to be improving its offerings so as to reinforce its branding and to take advantage of improvements in the economy. The company is especially well positioned in toilet paper and sanitary protection to...

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