

Laboratorios Indas SAU in Tissue and Hygiene (Morocco)

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Abstracts

Because of the tough competition it faced from multinationals, such as Industries Marocaines Modernes and Johnson & Johnson Maroc, the company is seeking to increase its production and expand its product range in existing categories, such as sanitary protection and nappies/diapers/pants, where it has limited ranges of brands. It also plans to expand its brands into other categories in which large multinationals have less of a presence, such as incontinence products, in order to increase its...

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