

Lambi SA de CV in Tissue and Hygiene (Mexico)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L51140ECE09EN

Abstracts

Lambi is a domestic company which is based in the northern Mexican state of Nuevo León. The company focuses on the production of hygiene products only and is present in sanitary protection, incontinence products, wipes and nappies/diapers/pants. However, nappies/diapers/pants is the only category in which the company has been able to attain a sizeable value share. The company's strategy revolves around offering products of acceptable quality at affordable prices. As competition at the economy...

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