

# LG Unicharm Co Ltd in Tissue and Hygiene (South Korea)

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### **Abstracts**

LG Unicharm Co continued with aggressive marketing activities during 2015. The company plans to solidify its brand power with new and renewed products that appeal to sophisticated consumer demands.

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## **Contents**

Strategic Direction

Summary 1 LG Unicharm Co Ltd: Key Facts

Summary 2 LG Unicharm Co Ltd: Operational Indicators

**Competitive Positioning** 

Summary 3 LG Unicharm Co Ltd: Competitive Position 2015



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