

Lidl Ireland GmbH in Tissue and Hygiene (Ireland)

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Abstracts

Lidl Ireland hopes to remain as successful as it has been for the past few years. The company is currently very well positioned to achieve this. The surge in demand for private label in Ireland shows no sign of abating, especially after such a huge increase in revenues derived from private label across tissue and hygiene over the second half of the review period. Lidl is one of the most famous private label retailers in Europe and its core strength lies in its considerable capital base, which...

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