

Masafi Mineral Water Co in Tissue and Hygiene (Saudi Arabia)

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Abstracts

Masafi Mineral Water may well opt to exit tissue and hygiene in Saudi Arabia during the forecast period, following a poor performance for Masafi boxed facial tissues during the review period. At the start of the review period the company had ambitious plans to expand its range within tissue and hygiene. However, with Masafi boxed facial tissues seeing its value share halve in 2012 due to declining distribution and import volumes, the company is likely to reconsider its position in this...

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