

Medica AD in Tissue and Hygiene (Bulgaria)

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Abstracts

Medica maintained its strategic orientation towards medical supplies, pharmaceutical and dressing materials and plans to do so in the forecast period. Medica is still the leading brand in cotton wool/buds/pads where it utilises its traditionally high quality and strong representation in specialised channels such as pharmacies and drugstores. The company is an interesting player in tissue and hygiene because of its positioning as a professional product provider and its price innovation strategy.

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