

Metsä Tissue AS in Tissue and Hygiene (Norway)

<https://marketpublishers.com/r/M63F688DE21EN.html>

Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M63F688DE21EN

Abstracts

Metsä's future plans are not expected to diverge greatly from its current strategy. Therefore, the company will continue to promote its Lambi brand on a "softness" proposition and its Serla brand as "value-for-money". It is likely that the company will continue to build loyalty via its "Soft Club" and "Serla Club" customer loyalty programs, while innovation and product improvements will remain integral to ensuring continued customer interest in Lambi and Serla over the forecast period.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tissue and Hygiene market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Metsä Tissue AS: Key Facts

Summary 2 Metsä Tissue AS: Operational Indicators

Competitive Positioning

Summary 3 Metsä Tissue AS: Competitive Position 2016

I would like to order

Product name: Metsä Tissue AS in Tissue and Hygiene (Norway)

Product link: <https://marketpublishers.com/r/M63F688DE21EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M63F688DE21EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970