

## Mili SA in Tissue and Hygiene (Brazil)

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### Abstracts

Mili SA continues to invest heavily in Brazil to consolidate itself as one of the leading companies within the tissue and hygiene category. The company has invested over BRL400 million during the last few years to better seize the opportunities of the coming years. Despite the current economic scenario in which consumers are willing to switch to lower-quality and cheaper items, Mili has decided to take another approach, investing in premium products. During 2016, the company launched high-qualit...

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