

Morvarid-E-Panberes Co in Tissue and Hygiene (Iran)

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Abstracts

Morvarid-E-Panberes is expected to benefit from its affordable prices and good quality in the forecast period, as real disposable income levels are expected to decline further. The company will thus attract many consumers, particularly in retail hygiene. The company may however continue to lose share in retail tissue due to strong competition on price from economy brands. The company is also expected to continue to benefit from further expanding its distribution reach in the forecast period...

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