

Naberezhniye Chelny KBK ZAO in Tissue and Hygiene (Russia)

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Abstracts

Naberezhniye Chelny may well struggle to maintain its share in tissue and hygiene during the forecast period. Consumers across Russia are expected to increasingly trade up from economy recycled toilet paper in a single-ply format to higher quality multiple-ply products. This trend is likely to continue to erode the company's share. In response, the company may well opt to launch more premium products or it may opt to enter private label production.

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