

National Paper Products Co in Tissue and Hygiene (Saudi Arabia)

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Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N6D26BB11C3EN

Abstracts

National Paper Products may struggle to maintain share in tissue and hygiene during the forecast period, with the company facing growing competition from the leading global brands. In order to maintain its share the company is expected to focus on value-added new product developments, particularly within sanitary protection, incontinence and nappies/diapers/pants. The company will also seek to upgrade the quality of its existing brands. The company notably launched Sanita Bouquet premium boxed...

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