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National Paper Products Co in Tissue and Hygiene (United Arab Emirates)

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Date: March 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: N526ACD2067EN

Abstracts

The company aims to strengthen its position within the tissue and hygiene market organically through strong product innovation in line with the growing interest in softer tissue products. The company will continue its in-store promotions as a strategy to attract more consumers.

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.

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