

Olayan Kimberly-Clark Arabia Co in Tissue and Hygiene (Saudi Arabia)

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Abstracts

Olayan-Kimberly Clark Arabia Co seeks to capture a larger share of tissue and hygiene sales in Saudi Arabia through continual product improvements, as well as heavy investment in promotional activities. The company benefits from its long-term association with Kimberly-Clark Corp and from its own local expertise, which is helping to drive sales growth for the Kleenex, Kotex and Huggies brands in the country.

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