

Paper Products Co in Tissue and Hygiene (Saudi Arabia)

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Abstracts

Paper Products is expected to focus on upgrading the quality of its tissue and hygiene range during the forecast period, as it seeks to maintain share in the face of growing competition from leading global brands and economy products. The company will seek to differentiate itself from economy products through quality and value-added design, while seeking to undercut the prices of global brands. The company is also expected to push for a stronger distribution presence via supermarkets and...

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