

Sancella SA in Tissue and Hygiene (Tunisia)

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Date: March 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S2441D0CDCCEN

Abstracts

Sancella is expected to continue to enjoy a strong position in tissue and hygiene in Tunisia over the forecast period. The company is set to benefit from the strength of its brands, which offer a number of distinctive products and a wide range of price points. The company will also increase its focus on marketing over the forecast period so as to better communicate with consumers.

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