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SCA Consumidor México & Centroamérica in Tissue and Hygiene (Costa Rica)

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Date: March 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: SDB552360D9EN

Abstracts

SCA Consumidor México & Centroamérica is anticipated to continue setting the pace within most tissue and hygiene categories in Costa Rica over the coming five years, dividing the lead in terms of added value alternatives and innovation with its main rival Kimberly-Clark Costa Rica SA. As a result of the rising relevance of price-based competition within the most basic tissue niches (in particular toilet paper), this international player is expected to apply additional levels of segmentation over...

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