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SCA Consumidor México SA de CV in Tissue and Hygiene (Mexico)

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Date: March 2017
Pages: 3
Price: US$ 150.00 (Single User License)
ID: SB1D037FCC6EN

Abstracts

SCA Consumidor México's strategy is to strengthen its position in the different tissue and hygiene categories in which it competes, and address weak businesses that do not yield the expected profitability. To consolidate its position in the Mexican market in the future the company will continue to focus on embedding innovations in new product launches, and focus on categories such as adult incontinence, sanitary protection and tissue products.

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