

# SCA Hygiene Products GmbH in Tissue and Hygiene (Austria)

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## Abstracts

In order to defend its competitive position in Austrian tissue and hygiene, particularly its leadership in retail tissue, it is expected that SCA will continue to invest in product innovation and comprehensive marketing and advertising strategies over the forecast period. After compressing its brand portfolio significantly during the review period, it is also likely that the company may seek to further strengthen its position in Austria by introducing one or more of its internationally successfu...

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