

SCA Hygiene Products Sa in Tissue and Hygiene (France)

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Abstracts

Over the forecast period, SCA Hygiene Products plans to consolidate and increase its leading position in tissue and hygiene in France. The company will most likely achieve this through strong efforts in the areas of product innovation and marketing and by gaining distribution listings on internet retailing websites. A special strategic focus is likely to be placed on those categories in which it did not lead at the end of the review period, including sanitary protection, nappies/diapers/pants, p...

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