

SCA Hygiene Products UK Ltd in Tissue and Hygiene (United Kingdom)

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Abstracts

SCA Hygiene is expected to remain a strong player in both retail and away-from-home tissue and hygiene in the forecast period. The company is likely to continue to benefit from a strong reputation for quality and ongoing innovation, in addition to effective marketing, with both driven by heavy investment in consumer research. The company will also benefit from its focus on environmentally-friendly production and use of recycled paper, with environmental issues continuing to become more...

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