

Socothyd Epe SpA in Tissue and Hygiene (Algeria)

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Abstracts

Socothyd Epe is a state-owned company and is thus unlikely to invest heavily in innovative marketing or new product development in the forecast period. The company is however likely to benefit from offering basic nappies/diapers/pants and sanitary protection at affordable prices, with these likely to attract many low-income consumers as disposable income levels rise. With more women entering the workforce, there is growing demand for sanitary protection and nappies/diapers/pants. The company is...

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