

# Tiger Consumer Brands Ltd in Home Care (South Africa)

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## Abstracts

Tiger Brands is one of the largest fast moving consumer goods manufacturers and marketers operating in Southern Africa and continues to focus on strategic investment in its resources, brands and international expansion. The company aims to drive sales of its brands through product innovation, while expanding its geographic coverage and the number of fast moving consumer goods categories in which it is present, with the aim of supporting its international expansion plans. Within South Africa, the...

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