

Tosama Doo in Tissue and Hygiene (Croatia)

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Abstracts

2012 was relatively quiet for Tosama doo. The company's share in retail tissue and hygiene in Croatia stagnated over the review period. The only new launch was Vir Special, a product line targeting specific consumer groups. New launches are expected in the forecast period followed with more advertising and marketing activities. Tosama is investing in its sanitary protection portfolio where the company sees the most room for growth.

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