

# United Charm Co Ltd in Tissue and Hygiene (Taiwan)

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## Abstracts

United Charm Co is expected to further focus on areas where it has a strong position or which enjoy dynamic growth. The company will likely continue to explore sanitary protection, expanding its Sofy brand to capture the attention and loyalty of young consumers. As the population of Taiwan ages, the company is expected to shift its focus from nappies/diapers/pants to incontinence products.

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