

Zensei Indonesia Pt in Tissue and Hygiene (Indonesia)

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Abstracts

The company is going to further penetrate the nappies/diapers/pants and incontinence categories in Indonesia, especially through offering competitively priced products to the dominant middle-low-income groups by increasing its number of partnerships with retailing channels. Its presence in sanitary protection will remain minimal due to fiercer competition and less potential in the category. Relying on domestic manufacturing facilities, the company is expected to retain its competitive advantage...

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