



Passport

PARS CELLULOSE PJS IN TISSUE AND HYGIENE (IRAN)

Euromonitor International

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PARS CELLULOSE PJS

STRATEGIC DIRECTION

- Pars Cellulose has announced plans to launch new brand Goltex in 2015, with this positioned as suitable for sensitive skin, although the range of products offered by this brand is yet to be announced. The company is thus likely to benefit from ongoing new product development in the forecast period. The company will also continue to benefit from expanding its distribution reach and thus attracting a wider range of consumers. The company's affordable pricing will also prove a key advantage in the forecast period, particularly as many consumers will continue to struggle financially.

KEY FACTS

Summary 1 Pars Cellulose PJS: Key Facts

Full name of company:	Pars Cellulose PJS
Address:	No 1, 3 Sharifi, After Mirdamad, Shariati, Tehran, Iran
Tel:	+98 (21) 2227 8532
www:	www.golpar.com
Activities:	Tissue and hygiene

Source: Euromonitor International from company reports, company research, trade press, trade sources

COMPANY BACKGROUND

- Pars Cellulose was established in 1980 and is an independent Iranian company.
- The company is solely focused on offering tissue and hygiene, where it offers a wide range of products.
- The company's distribution reach was strongest in Iran's major cities at the end of the review period. However, the company is steadily expanding distribution in smaller cities and towns.
- The company celebrated its 35th anniversary in 2015, with this being marked by a renewed advertising push for its Golpar brand, including in-store, billboard and print advertising.

PRODUCTION

- Pars Cellulose operates its products domestically. The company's production facilities cover 10,000 sq m and are located at Kaveh Industrial City, 150km from Tehran. These facilities include a 3,000 sq m production room, 1,200 sq m storage zone and 300 sq m office facility.
- In addition to domestic sales, the company also exports some products to neighbouring countries. However, domestic sales account for the vast majority of its production.

COMPETITIVE POSITIONING

- Pars Cellulose ranks fourth in overall tissue and hygiene and accounted for a value share of almost 6% in 2014. The largest share of the company's sales stems from sanitary protection, where the company ranked third in 2014 with 11% value share. However, the company derives its sales from a wide range of product areas.
- The company gained share marginally in overall tissue and hygiene in 2014 over the previous year. The company saw a strong gain of almost half a percentage point in both sanitary protection and nappies/diapers/pants in the year. This was thanks to growing economic confidence, which encouraged consumers to trade up to its products from lower-quality economy alternatives. The company also benefited from continuing to expand its distribution towards the end of the review period.
- The company's products have a mid-priced positioning and strive to offer high and consistent quality. The company however also offers smaller pack sizes in some product areas, such as cotton wool/buds/pads, with these making its products more accessible to low-income consumers.

Summary 2 Pars Cellulose PJS: Competitive Position 2014

Product type	Value share	Rank
Nappies/Diapers/Pants	3.5%	6
Sanitary Protection	10.6%	3
Kitchen Towels	10.4%	4
Tissues	6.7%	6
Toilet Paper	4.1%	8

Source: Euromonitor International from company reports, company research, trade press, trade sources, trade interviews