



Passport

PARS CREPE CO IN TISSUE AND HYGIENE (IRAN)

Euromonitor International

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PARS CREPE CO

STRATEGIC DIRECTION

- Pars Crepe is expected to remain the leading player in tissue and hygiene in the forecast period. The company is expected to continue to benefit from its wide distribution, strong consumer trust in its product quality and affordable prices. The company will also benefit from consumers shifting away from economy imports in retail hygiene, due to growing dissatisfaction with the quality of these products. The company will continue to face strong price competition in retail tissue but will benefit from strong loyalty among many consumers thanks to its attractive designs in boxed facial tissues and toilet paper. The company is also expected to continue to benefit from strong new product development in the forecast period, with new products likely to mimic the value-added benefits offered by global brands while offering affordable prices.

KEY FACTS

Summary 1 Pars Crepe Co: Key Facts

Full name of company:	Pars Crepe Co
Address:	30 Hesari St, Mirdamad Avenue, Tehran, Iran
Tel:	+98 21 2225 4174
www:	www.cheshmak.com
Activities:	Tissue and hygiene

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

COMPANY BACKGROUND

- Pars Crepe was founded in 1966 and is an independent company.
- The company is solely focused on the supply of tissue and hygiene.
- The company has a strong distribution reach via independent small grocers, health and beauty specialist retailers and supermarkets and hypermarkets. The company has one of the widest distribution networks within tissue and hygiene, with its products not only available in major cities but also in smaller cities and towns.
- The company attracted consumer attention via prize draws towards the end of the review period, with a major competition with cash prizes being conducted in three stages over late-2014 to early-2015.

PRODUCTION

- Pars Crepe produces its products domestically, with its production facilities being located in Tehran. These production facilities mainly use imported production machinery and can produce 2,200 tonnes per year of retail tissue, nappies/diapers and sanitary towels.
- The company exports its products to several African countries as well as to Kyrgyzstan, Armenia and the Persian Gulf States.

COMPETITIVE POSITIONING

- Pars Crepe is the leading player in tissue and hygiene and accounted for close to 13% value share in 2014. The company derives the largest share of its sales from tissues and sanitary protection, which it led with 22% and 18% value share respectively in 2014. However, the company's strongest share is in toilet paper, which it also led with almost 28% value share in the year.
- The company saw a strong gain in value share in 2014 over the previous year at almost half a percentage point. The company benefits from a strong degree of trust in its quality, while also offering affordable prices. As economic confidence rose in the year, sales of the company's Cheshmak brand thus benefited strongly.
- The company offers a wide range of products, particularly within tissues. In this area, the company recognises that consumers often buy boxed facial tissues to complement their home's décor and thus offers a wide range of box designs, including limited editions. The company also offer child-specific boxed facial tissues, pocket handkerchiefs, car tissue packs, perfumed tissues and coloured tissues. Beyond tissues, the company's range is however considerably more limited, although it does offer a choice of decorated and coloured variants in two- or four-roll packs.
- The company expanded its range of sanitary protection at the end of the review period. The company launched night-time ultra-thin towels with wings and innovative standard towels with wings containing absorbent powder.

Summary 2 Pars Crepe Co: Competitive Position 2014

Product type	Value share	Rank
Incontinence	11.5%	5
Nappies/Diapers/Pants	4.2%	4
Sanitary Protection	17.5%	1
Kitchen Towels	16.4%	3
Tissues	21.6%	1
Toilet Paper	27.8%	1

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