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SCA to expand consumer products in Russia

The Russian market for personal care products is undergoing rapid growth. Since 1995 SCA's sales of baby diapers (Libero) and feminine care products (Libresse) have grown continuously, increasing the need for local production. Against this background, SCA has made a decision to open its own production facility in the Tula region south of Moscow to meet rising consumer demand.

Rapid and strong growth is awaited for personal care products in Russia, particularly in the Moscow region where consumer buying power is on the rise. More and more families with children are using disposable diapers and the emergence of hypermarkets and superstores is increasing the availability of these products and changing consumer behaviour.

"The Russian market is extremely exciting and this venture is fully in line with SCA's expressed ambition to expand in Eastern Europe, one of our designated growth markets," says Jan Johansson, President and CEO of SCA.

The investment is estimated at approximately EUR 48m. The venture is long-term and will gradually include all product groups in SCA's consumer portfolio for personal care – feminine care, baby diapers and incontinence care.

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This information is such that SCO must disclose in accordance with the Securities Market Act.
