



Passport

MORVARID-E-PANBERES CO IN TISSUE AND HYGIENE (IRAN)

Euromonitor International

March 2015

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MORVARID-E-PANBERES CO

STRATEGIC DIRECTION

- Morvarid-E-Panberes is expected to benefit from its affordable prices and good quality in the forecast period, as real disposable income levels are expected to decline further. The company will thus attract many consumers, particularly in retail hygiene. The company may however continue to lose share in retail tissue due to strong competition on price from economy brands. The company is also expected to continue to benefit from further expanding its distribution reach in the forecast period with a particular focus on small towns and rural areas.

KEY FACTS

Summary 1 Morvarid-E-Panberes Co: Key Facts

Full name of company:	Morvarid-E-Panberes Co
Address:	No 156, After Sohrevardi junction, Beheshti St, Tehran, Iran
Tel:	+98 (21) 8850 4306-8
www:	www.panberes.ir
Activities:	Tissue and hygiene and beauty and personal care

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

COMPANY BACKGROUND

- Morvarid-E-Panberes is part of Bushehr Polymer Industrial Group and was established in 1983.
- The company initially focused on tissues before expanding to offer nappies/diapers, sanitary protection products and toilet paper under the Panberes brand. The company also offers a wide range of beauty and personal care, including fragrances, men's grooming, baby care, hair care and skin care.
- The company has a presence in independent small grocers, health and beauty specialist retailers, supermarkets and hypermarkets. The company's distribution network continues to be strongest in major cities but the company is expanding its reach into smaller cities, towns and rural areas.
- The company increased its focus on communicating with consumers online towards the end of the review period, increasing its use of online marketing. The company also launched internet retailing via its website towards the end of the review period.

PRODUCTION

- Morvarid-E-Panberes produces its products in Iran, with its production facilities based in Tehran. These benefit from ISO 9002 and National Standard accreditation and use fully-

automated Italian and German machinery and high-quality raw materials. The company also uses high-quality raw materials to produce tissue and hygiene.

- In addition to domestic sales the company also exports its products to a number of other countries, focusing mainly on neighbouring destinations.

COMPETITIVE POSITIONING

- Morvarid-E-Panberes ranked third in overall tissue and hygiene in 2014 with a value share of almost 8%. The company derives the largest share of its sales from nappies/diapers/pants, where it ranked third with 8% value share in 2014. However, the company's strongest shares are in household care wipes and floor cleaning systems and personal wipes, where the company led with 46% and 52% value share respectively in the year.
- The company gained value share marginally in overall tissue and hygiene in 2014 over the previous year. The company benefited from continuing to expand its distribution reach and also from offering affordable prices and good quality. Many consumers thus traded up from the lowest-priced products to Panberes in 2014 as economic confidence rose in the year.
- The company's strongest value share gain was in incontinence in 2014 over the previous year, with a gain of almost a percentage point to account for 12% share. This product area saw the strongest expansion in the company's distribution reach. The company however also gained share in most areas of retail hygiene, thanks to offering good quality and affordable prices.
- The company however struggled to maintain share in retail tissue in 2014, losing value and volume share marginally in both tissues and toilet paper in the year. This was due to stronger competition, with Khorasan Paper notably gaining value share in the year thanks to investing in TV advertising and a prize competition based around the 2014 Football World Cup.
- The company offers a wide range of products in the areas where it is present. In nappies/diapers, the company for example offers colour-coded products for boys, girls or unisex, with at least three size options. The company also offers nappies/diapers inserts.

Summary 2 Morvarid-E-Panberes Co: Competitive Position 2014

Product type	Value share	Rank
Cotton Wool/Buds/Pads	19.1%	2
Incontinence	12.3%	3
Nappies/Diapers/Pants	7.9%	3
Sanitary Protection	6.3%	8
Wipes	51.5%	1
Tissues	4.9%	8
Toilet Paper	8.5%	5

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