

Procter & Gamble Benelux SA NV in Beauty and Personal Care (Belgium)

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Abstracts

Like its GBO at global level, the local subsidiary Procter & Gamble Benelux decided to revisit its strategy in 2013. Over the review period the company's share declined due to a succession of poor performances. For example, Pampers lost ground to private label in baby wipes, Gillette faced declining sales in categories other than razors and blades and Oil of Olaz suffered a slump in skin care in 2013 following an impressive performance in 2012. Procter & Gamble has identified two paths to...

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