

Procter & Gamble Benelux SA NV in Tissue and Hygiene (Belgium)

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Abstracts

Procter & Gamble's growth strategy in Belgium is to continue investing in its most popular and profitable product lines. The company recently announced that it is to cede part of its brand portfolio starting from 2015 so as to focus more on its remaining brands. Procter & Gamble is expected to consolidate its position as the leading player and advertiser in the tissue and hygiene industry in Belgium.

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