

# Procter & Gamble Co, The in Consumer Appliances (World)

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## Abstracts

The world's leading personal care appliances manufacturer, Procter & Gamble is undergoing a significant strategic overhaul. This profile analyses Procter & Gamble's efforts to develop its consumer appliances operations through technological innovation and emerging market expansion, and examines opportunities for the company to make greater use of its strengths in emergent areas.

Euromonitor International's Procter & Gamble Co, The in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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