

Procter & Gamble Co, The in Consumer Health (World)

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Abstracts

Despite its role as one of the world's premier consumer packaged goods companies, Procter & Gamble has struggled to maintain a position of global relevance in the consumer health industry. Already trailing the industry leaders by billions in retail value sales, the newest round of industry consolidation is expected to boost competition in many of its major markets, and the company will need to invest heavily in its PGT Healthcare joint venture to gain ground in the global top 10.

Euromonitor International's Procter & Gamble Co, The in Consumer Health (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric OTC Healthcare, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

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

Why buy this report?

Get a detailed picture of the Consumer Health 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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Contents

INTRODUCTION

Strategic evaluation

Competitive Positioning

MARKET ASSESSMENT

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

BRAND STRATEGY

OPERATIONS

CONCLUSION

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