

# Procter & Gamble Co, The in Retail Tissue and Hygiene (World)

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## Abstracts

The global leader in disposable hygiene, Procter & Gamble continues to face challenges across developed and developing markets, rising from competitive and pricing pressures as well as social, political and economic headwinds. The report looks at the company's latest performance as well as assesses the company's strategies to stabilise share losses and grow sales across key categories, including innovation in the premium segment of disposable hygiene in baby nappies/ diapers and feminine care.

Euromonitor International's Procter & Gamble Co, The in Retail Tissue and Hygiene (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tissue and Hygiene market. The report examines company shares by region and sector, brand portfolio and new 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:** Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Total Tissue and Hygiene.

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

## Why buy this report?

Get a detailed picture of the Tissue and Hygiene 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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