

Procter & Gamble Co, The in Tissue and Hygiene (Kenya)

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Abstracts

Procter & Gamble is expected to remain a strong player in tissue and hygiene in the forecast period, benefiting from its well-established brands, strong distribution reach and heavy investment in corporate social responsibility programmes. However, the forecast period is expected to prove a challenging time for the company, as domestic players such as Interconsumer Products and global rivals such as Kimberly-Clark compete increasingly aggressively for share. The company may well consider...

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