

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

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## Abstracts

Procter & Gamble has maintained its position in 2022. Growth has been driven by persistent consumer loyalty to well-known brands such as Vicks, Metamucil, Align and Neurobion. While North America is a key region, Western Europe and Latin America have provided significant gains. Considering ongoing growth within vitamins and dietary supplements, Procter & Gamble would be wise to diversify its sales in high-growth economies as well as expand and diversify its VDS portfolio.

Euromonitor International's Procter & Gamble Co, The (P&G) 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 Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

**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.

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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