

Procter & Gamble Company, The, in Home Care (World)

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Abstracts

Procter & Gamble is the world's leading home care company. This profile analyses its efforts to respond to consumer budget consciousness and market maturity by stepping up product innovation, moving into lower priced segments, and shifting its marketing activity towards digital media. It also considers opportunities to address the company's relative weakness in emerging markets.

Euromonitor International's Procter & Gamble Company, The, in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

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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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