

# Procter & Gamble Czech Republic sro in Beauty and Personal Care (Czech Republic)

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## Abstracts

In 2017, the company will increasingly focus on fewer categories than before. It will also target faster growth segments from outside beauty and personal care mainly in home care and tissue and hygiene. It may also seek acquisition prospects within beauty and personal care in the Czech Republic and abroad in the forecast period.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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**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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## Contents

Strategic Direction

Key Facts

Summary 1 Procter & Gamble Czech Republic sro: Key Facts

Summary 2 Procter & Gamble Czech Republic sro: Operational Indicators

Competitive Positioning

Summary 3 Procter & Gamble Czech Republic sro: Competitive Position 2016

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