

Procter & Gamble Danmark A/S in Beauty and Personal Care (Denmark)

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Date: July 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P46CAC5BEEEDEN

Abstracts

Procter & Gamble Danmark A/S is focusing its activities in the Danish market on a few categories where the company plays a significant role. Its international brands, such as Gillette and Pantene, have become very visible in Danish retailers due to the company's extensive marketing campaigns in the country.

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