

# Procter & Gamble Danmark A/S in Home Care (Denmark)

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## Abstracts

Innovation will remain as the driving influence behind Procter & Gamble's future plans. This will allow the company to separate itself from the pricing threat of private label in home care and contribute to its ability to add premiums to price points.

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## Contents

Strategic Direction

Key Facts

Summary 1 Procter & Gamble Danmark A/S: Key Facts

Summary 2 Procter & Gamble Danmark A/S: Operational Indicators

Competitive Positioning

Summary 3 Procter & Gamble Danmark A/S: Competitive Position 2016

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