

Procter & Gamble Danmark A/S in Tissue and Hygiene (Denmark)

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Abstracts

Procter & Gamble Danmark's growth strategy is connected to the company's purpose of improving life for its consumers. Procter & Gamble Danmark is focusing its activities in Danish tissue and hygiene on a few categories where the company plays a significant role. Its international brands, such as Always, Tampax and Pampers, have become very visible in Danish retailers due to the company's extensive marketing campaigns in the country. Innovation is the driving force behind the company strategy.

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