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Procter & Gamble Espa?a SA in Home Care (Spain)

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Abstracts

The company keeps concentrating its strategy on expanding and promoting its leading brands within home care: Ariel, Fairy and Don Limpio. Over 2016, the company remained quiet in terms of new product launches. However, the company is set to keep the innovation path it followed over the review 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.

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.

Why buy this report?

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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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