

# Procter & Gamble España 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.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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