

# Procter & Gamble Finland Oy in Home Care (Finland)

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## Abstracts

Procter & Gamble Finland Oy seeks to be a leading player on the Finnish home care market. The company focuses on building loyal consumers by offering home care products with a modern image and which are high quality. Procter & Gamble is thus predicted to focus on launching specialised and more advanced products over the forecast period, and supporting these launches with advertising campaigns in order to increase its category share.

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