

Procter & Gamble France SNC in Tissue and Hygiene (France)

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Abstracts

Procter & Gamble France SNC is optimistic about the future following its rise in share over 2013/14 – it achieved the highest progression in actual value terms. Admittedly, it is expected to face the continued decline of its Tampax brand due to the ongoing decline of tampons with applicators. In addition, some marketers doubt its chances of success with Always Discreet in incontinence products – it has already failed twice in this category. However, after benefiting from Kimberly-Clark SNC's...

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