

# Procter & Gamble Germany GmbH & Co Operations oHG in Home Care (Germany)

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### **Abstracts**

Procter & Gamble ensures it maintains its strong position in Germany by offering its consumers a broad variety of products, tailored to their needs and demands. By introducing new product developments on a regular basis, Procter & Gamble can ensure it keeps abreast of current trends and consumers' demand for more sophisticated and multifunctional products.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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