

Procter & Gamble HK Ltd in Beauty and Personal Care (Hong Kong, China)

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Abstracts

Over the forecast period, Procter & Gamble is expected to consolidate its leading position in beauty and personal care in Hong Kong through innovation and improved distribution and marketing initiatives. The company will look to concentrate more of its resources on its core business, such as hair care, oral care and skin care, and to also explore potential new markets in order to meet demand among local consumers.

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

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