

# Procter & Gamble Indonesia PT in Luxury Goods (Indonesia)

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## Abstracts

Procter & Gamble Indonesia PT will further expand in Indonesia, particularly within home care, hygiene and personal care products for mass market consumers. The company first started manufacturing activity through the production of baby diapers brand Pampers in 2013. In the luxury market, the company will remain active in marketing its SKII brand, especially through extensive distribution networks. Continuous marketing campaigns for the brand are expected to garner success by increasing brand...

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