

# Procter & Gamble Italia SpA in Tissue and Hygiene (Italy)

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## Abstracts

Procter & Gamble Italia is one of the main companies in retail hygiene in Italy. It is present in different categories with leading brands such as Pampers, Swiffer and Mastro Lindo. The company is expected to continue to invest strongly in advertising and innovation in order to compete for sales, especially against private label.

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