

# Procter & Gamble Ltda in Tissue and Hygiene (Chile)

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## Abstracts

Procter & Gamble is expected to continue investing in product innovation, increasing its range of products and improving the distribution of its tissue and hygiene brands in order to strengthen its position in Chile. In addition, the company is expected to focus on reducing costs in a bid to improve profits and maintain competitive prices. Chile is considered to be an interesting country for the company due to the growth potential for per capita consumption tissue and hygiene products as well...

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