

# Procter & Gamble Nederland BV in Beauty and Personal Care (Netherlands)

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### **Abstracts**

Procter & Gamble invests heavily in research and development, and the global player places significant emphasis on its technologically-advanced products in all of the categories within beauty and personal care. The player pursues global corporate and marketing strategies, and enhances its brand image by sponsoring events such as the Olympic Games.

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

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