

Procter & Gamble Philippines Inc in Tissue and Hygiene (Philippines)

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Abstracts

Procter & Gamble Philippines is set to consolidate its leadership of tissue and hygiene through constant product innovations for Whisper and Pampers in the forecast period. This will help the player to better sustain its competitive edge amidst intensifying competition within tissue and hygiene, instead of heading towards price wars or the launch of regular promotions.

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