

# Procter & Gamble (Pty) Ltd in Home Care (South Africa)

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## Abstracts

The growing population in South Africa, and the rising number of affluent consumers thanks to the growing middle-classes, should enable Procter & Gamble to increase its popularity in South Africa. The company is expected to expand its presence in laundry care by increasing its household penetration rate with its global brand Ariel. In addition, Procter & Gamble is expected to strengthen its value share within home care thanks to the expected increase in the production of its products in South...

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

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## Contents

Strategic Direction

Key Facts

Summary 1 Procter & Gamble (Pty) Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Procter & Gamble (Pty) Ltd: Competitive Position 2013

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