

# Procter & Gamble Sverige AB in Home Care (Sweden)

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## Abstracts

Procter & Gamble is strongly focused on driving growth through innovation, including the pioneering of novel product categories, as well as developing its e-commerce presence.

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**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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