

Procter & Gamble Thailand Co Ltd in Home Care (Thailand)

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Abstracts

Procter & Gamble is expected to focus more strongly on laundry care than air care over the forecast period, as the former category is much larger and has better potential in Thailand. In particular, it is expected to focus on liquid fabric softeners and fabric fresheners, two categories that are becoming increasingly popular in line with the growing sophistication of Thai consumers.

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