

# Procter & Gamble Tuketim Mallari Sanayi Ltd Skt in Beauty and Personal Care (Turkey)

<https://marketpublishers.com/r/P29D8CFA3A6EN.html>

Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P29D8CFA3A6EN

## Abstracts

Procter & Gamble aims to maintain its leading positions in oral care and hair care, which drove the company to be the leading company in beauty and personal care in 2015. The objective of the company is also to increase its rankings within skin care, colour cosmetics and deodorants, in particular. To this end, towards the end of the review period, Procter & Gamble launched a number of new products including Pantene Pro V Sac Dokulmelerine Karsi Koruma (Hair Fall Control), a product range that...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Sets/Kits, Skin Care, Sun Care.

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

## Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Summary 1 Procter & Gamble Tuketim Mallari Sanayi Ltd Skt: Key Facts

Competitive Positioning

Summary 2 Procter & Gamble Tuketim Mallari Sanayi Ltd Skt: Competitive Position  
2015

## I would like to order

Product name: Procter & Gamble Tuketim Mallari Sanayi Ltd Skt in Beauty and Personal Care (Turkey)

Product link: <https://marketpublishers.com/r/P29D8CFA3A6EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P29D8CFA3A6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970