

Procter & Gamble UK Ltd in Home Care (United Kingdom)

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Abstracts

Procter & Gamble UK is likely to maintain its lead within home care in the UK through a marked upsurge in spending on research and development. It will look to maintain a schedule of innovation and new product launches that can outpace what private label and its smaller rivals can produce. Despite an overall expansion of UK home care value sales, Procter & Gamble UK will continue to face a gradually deteriorating operating environment, as intensive rivalries and the growing sophistication of p...

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