

Procter & Gamble UK Ltd in Tissue and Hygiene (United Kingdom)

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Abstracts

As the leading player in retail tissue and hygiene, Procter & Gamble will continue to streamline its brand portfolio over the forecast period. This will see it reduce its exposure to beauty and personal care, while consolidating its position in home care and tissue and hygiene. As a result, it is likely to increase its flexibility within these markets as additional capital and managerial resources are allocated to its development. In addition, Procter & Gamble is focusing on CSR and sustainabili...

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