

# Procter & Gamble Ukraine TOV in Beauty and Personal Care (Ukraine)

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## Abstracts

Procter & Gamble Ukraine will be well-positioned to maintain its strong position in beauty and personal care in Ukraine in spite of selling a part of its brand portfolio to Coty Inc. It will continue attracting consumers with wide assortments of products falling into a sufficient range of products and price categories to interest consumers with different income levels. The company expects to actively develop innovations and actively support them with advertising in order to enhance consumer loya...

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