

# Procter & Gamble Vietnam Ltd in Beauty and Personal Care (Vietnam)

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## Abstracts

Over the forecast period Procter & Gamble Vietnam Ltd aims to become the leading player in beauty and personal care in Vietnam. The company is likely to focus on expanding its distribution network to reach more in untapped markets, particularly rural areas, to generate more sales, as the competition in large cities such as Ho Chi Minh and Hanoi is already increasingly intense. Similar to Unilever Vietnam International Co Ltd, Procter & Gamble Vietnam Ltd will constantly invest in marketing...

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

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## Contents

Strategic Direction

Key Facts

Summary 1 Procter & Gamble Vietnam Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Procter & Gamble Vietnam Ltd: Competitive Position 2013

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