

Procter and Gamble Co, The in Tissue and Hygiene (World)

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Abstracts

Procter & Gamble continues to adapt to the ever-changing market landscape by increasing efficiency, digitalisation and social responsibility in every step of its supply chain process. Premiumisation remains a focal point in the company's strategies as new tech-enabled developments constantly integrate into the company structure. This report examines the aftermath of COVID-19 on the company and the opportunities that have since presented themselves and made their way into company policies.

Euromonitor International's Procter and Gamble Co, The in Tissue and Hygiene (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tissue and Hygiene market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement Adult Incontinence, Total Tissue and Hygiene.

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

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Get a detailed picture of the Tissue and Hygiene 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.

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