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Procter and Gamble (S) Pte Ltd in Beauty and Personal Care (Singapore)

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Abstracts

Procter & Gamble (S) Pte Ltd is expected to focus its efforts at innovation on its leading beauty and personal care brands, such as Gillette, in an attempt to increase its total retail value sales share over the forecast period. The player is also expected to better utilise its innovation centre in Singapore to intensify research and development efforts.

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