

# The Procter & Gamble Co in Pet Care (World )

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## Abstracts

Procter & Gamble has experienced a challenging period in pet care, given difficult economic conditions, product recalls and the pet care giant Mars and Nestlé increasingly targeting its territory in premium products. This profile examines strategies Procter & Gamble can implement to counteract these issues

Euromonitor International's The Procter & Gamble Co in Pet Care (World ) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Pet Care industry. The report examines company shares by region and sector, 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:** Pet Food, Pet Products.

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

### Why buy this report?

Get a detailed picture of the Pet Care 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2011

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Packaged Food Is Expected To Continue Struggling During the Forecast Period

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Retail Channels Which Offer Convenience Become More Visible in Germany

Innovation Supports the Ongoing Premiumisation of Branded Packaged Food

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