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Procter & Gamble Co, The in Pet Food and Pet Care Products - World

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Abstracts

Since expanding distribution for Iams from specialists to mass-market retailers in 2000, Procter & Gamble's reputation in premium pet food took a hit. However, the global economic downturn may have provided it with a new opportunity, whereby it can occupy a middle space between Nestlé's mass-market premium brands and more specialised offerings from Hill's and Royal Canin. All the while, the company must not ignore the continued development of pet humanisation in emerging markets.

Euromonitor International's Procter & Gamble Co, The in Pet Food and Pet Care Products - 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

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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