

Procter & Gamble Co, The in Beauty and Personal Care (World)

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Abstracts

Procter & Gamble continues its lead within hair care and holds second place in men's grooming. While its globally popular brands continue to be Pantene and Oral-B, it also has brands such as Crest, SK-II, Old Spice, Rejoice, Olay, Gillette, Herbal Essences and Aussie. With the increasing premiumisation trend within the beauty industry, the company is venturing into the prestige segment with M&A and other initiatives.

Euromonitor International's Procter & Gamble Co, The in Beauty and Personal Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

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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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