

PZ Cussons Plc in Beauty and Personal Care (United Kingdom)

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Abstracts

PZ Cussons Plc remained the second leading manufacturer in bath and shower in the UK in 2012. The company managed to increase its value share in the category in 2012 as a result of a number of new product introductions and extensions, which were supported by solid marketing campaigns. The manufacturer is also increasing its presence in other categories in which it currently has a limited position, such as hair care and child-specific products. PZ Cussons is predicted to strengthen its position...

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