

PZ Cussons Plc in Home Care (World)

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Abstracts

PZ Cussons is facing up to a number of significant challenges, including the geographic expansion of multinational rivals, the development of local players in emerging markets and the rise of eco-focused brands in developed ones. This profile analyses the effectiveness of the company's locally-focused strategy in response to rapidly evolving and diverse market conditions, as well as considering the importance of home care in its broader operations.

Euromonitor International's PZ Cussons Plc in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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;

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Contents

Scope of the Report
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