

The Procter & Gamble Co, The in Home Care (World)

Global Strategy | 2022-07-05 | 58 pages | Euromonitor

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Report description:

P&G maintains its global leadership in home care, driven mainly by the laundry care. Although its positioning has historically been linked to the habits in developed markets in North America and Europe, leveraging technological developments to meet the needs of these consumers, similar conditions are increasingly observed in emerging markets. The scarcity of water and expenditure on this resource are undoubtedly opportunities to achieve greater penetration in other countries.

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Euromonitor International's The Procter & Gamble Co, The 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.

Why buy this report?

- * Get a detailed picture of the Home 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.

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