

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

Global Strategy | 2022-10-13 | 47 pages | Euromonitor

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Report description:

Procter & Gamble is the second largest beauty and personal care company globally. The US and China are its largest markets, where good performances in hair care and men's grooming propelled overall global growth in 2021. As it builds up its range of premium brands through acquisition, and experiments with phygital reality, its challenge from 2022 onwards will be navigating the potentially negative impacts of inflation on its wide portfolio of mass and premium daily essentials.

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.

Why buy this report?

- * Get a detailed picture of the Beauty and Personal 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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