

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

Global Strategy | 2023-07-10 | 44 pages | Euromonitor

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### **Report description:**

Procter & Gamble remains the global leader in home care, where much of the growth is stemming from the continued expansion of the laundry care category. Its high brand recognition, coupled with multiple advantageous brand positions, is expected to be a key factor in continued future growth for the company, while an increased focus on emerging product formats and ESG efforts are supporting growth drivers.

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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