

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

Global Strategy | 2024-08-09 | 63 pages | Euromonitor

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Report description:

P&G maintains a strong position in the global home care market. The company focuses on premium innovation and sustainability, launching eco-friendly brands and packaging solutions. P&G's emphasis on consumer trends, particularly self-care, has driven growth in mature markets. However, challenges persist from DTC and private label brands, especially in emerging markets. P&G's ability to adapt to digital dynamics and balance premium offerings with accessibility will be crucial for future growth.

Euromonitor International's 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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Table of Contents:

Introduction
State of play
Exposure to future growth
Competitive positioning
Laundry care
Dishwashing
Surface care
Air care
Key findings
Appendix

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