

# Procter & Gamble Co, The (P&G) in Consumer Health

May 2023

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## INTRODUCTION

Executive summary

Scope

## STATE OF PLAY

Procter & Gamble maintains its place in the top 10 in 2022

North America and Western Europe are key regions for Procter & Gamble

OTC remains P&G's leading category and the US remains the largest market

OTC, VDS and brand momentum drive growth in 2022

## EXPOSURE TO FUTURE GROWTH

US remains a key source of growth for P&G over the forecast period

Top company rankings anticipated to remain unchanged over the forecast period

## COMPETITIVE POSITIONING

P&G's share increased slightly, with mixed performance from competitors

P&G experiences significant overlap with Haleon

P&G benefits from strong positioning within CCAs

Vicks continues to build strong presence across key markets

## DIETARY SUPPLEMENTS

North America and Western Europe key dietary supplements markets

Non-herbal/traditional dietary supplements lead P&G's portfolio

Majority of growth in the future to come from the US and France

## COUGH, COLD AND ALLERGY REMEDIES

P&G ranks fourth globally in cough, cold and allergy remedies

Vicks remains dominant due to the resurgence of colds and flu

CCAs and VDS to support portfolio growth over the forecast period

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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