



## Procter & Gamble says gains share in Western Europe

Procter & Gamble launches new products to gain share

Set to launch Fusion ProGlide Gillette in Europe

Ariel Gel gains 10 pct of UK detergents market

LONDON, June 24 (Reuters) - Procter & Gamble Co ([PG.N](#)), the world's biggest consumer goods group, is gaining market share in Europe helped by new products and by making versions of its brands at lower prices to cope with tough economies.

The Cincinnati-based Gillette razor and Tide detergent maker has launched new automatic dishwasher and stain removal products over the last two years, while a new Gillette Fusion ProGlide razor blade is due in Europe.

"We have been growing market share each month over the last seven months," Procter & Gamble Western European President Gianni Ciserani told Reuters on the sideline of the global summit of the consumer goods forum in London.

He says the group has launched Ariel stain remover, Fairy automatic dishwasher products and Pampers Dry Max diapers in Western Europe to help boost sales in a region which makes around 25 percent of the group's overall worldwide sales. The new diaper has 20 percent less pulp and sells for a lower price, and so has gained a 10 percent market share in the struggling economy of [Greece](#) while it has around a 4-5 percent share in Britain.

Ciserani says its Fairy automatic dishwasher product has been launched in [Italy](#), Spain, Britain, Belgium and the Netherlands, while the new Gillette razor blades recently launched in the United States are due shortly in Europe.

He says the group's new product pipeline is 20-25 percent bigger than last year, and this programme came up with Ariel Gel in Britain which works in cold water and has taken 10 percent share of the detergent market in which the group has an overall half share.

The U.S. giant competes against Reckitt Benckiser's ([RB.L](#)) Finish and Vanish in autodishwash and stain removal, against Unilever ([ULVR.L](#)) ([UNc.AS](#)) and Henkel ([HNKG\\_p.DE](#)) in detergents and Kimberly-Clark Corp ([KMB.N](#)) for diapers.

"Europe is very volatile. The worst is behind us but the recovery will be much slower than people expect," Ciserani added. (Reporting by [David Jones](#); Editing by Erica Billingham)

<http://www.reuters.com/article/idUSLDE65N1UZ20100624>

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