

“ ”

, P&G 438 186 ... 58

1998 131 , 2001 188 1995 34 1997 118
 32.9% 가 2-3
 20%
 3070 819 26.7% , 1995 2001 7 .
 16.6% 2001 35.5% .
 761 92.9% , 58
 7.1%
 P&G 438 , - 186 624 , SCA 37
 , 32 82% .
 1995 4 , 1998 8 , 2000 9 2001 24 34.9%
 34.9% 32.9% 2.0%p
 , 30-40
 가 ,
 가 .
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 , 가

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