

The Procter & Gamble Co, The in Home Care

July 2023

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Top companies at a glance
Procter & Gamble's global footprint
Company overview
Growth decomposition
Changes in cleaning habits an opportunity for growth

EXPOSURE TO FUTURE GROWTH

Exposure to growth
Projected rankings
Growth strategy through "superiority"
Growth strategy through "superiority" (continued)

COMPETITIVE POSITIONING

Relative performance
Competitor overlap
Key categories and markets
Key brands
ESG increasing in importance

LAUNDRY CARE

Laundry care sales by region
Top countries by category
Projected laundry care sales
New packaging with multiple benefits
P&G placing sustainability at the forefront: A reprise for cold water washing strategy
Tide followed suit in the US with a clear cold wash message

DISHWASHING

Dishwashing sales by region
Top markets by category
"Do it every night"
Projected dishwashing sales

SURFACE CARE

Surface care sales by region
Top countries by category
Projected surface care sales

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs
Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-procter-and-gamble-co-the-in-home-care/report.