

Henkel AG & Co KGaA in Home Care

June 2022

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Western Europe is key contributor to Henkel's laundry care business Concentrated detergents dominate sales in developed markets The US offers the biggest absolute forecast growth potential

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Western Europe accounts for more than half of Henkel's global dishwashing revenue Henkel's success in dishwashing is spread across hand and automatic dishwashing Majority of future revenue growth to derive from developing markets

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The vast majority of toilet care sales stems from European business Henkel's market leadership in ITBs ensures strong category performance Innovation in rim blocks to lead to revenue gains over the forecast period

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Key findings

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