

Reckitt Benckiser Group Plc (Reckitt) in Home Care

July 2023

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Top companies at a glance
Reckitt's global footprint
The US remains Reckitt's largest market with strong growth in 2022
Market momentum continues to contribute to value sales growth

EXPOSURE TO FUTURE GROWTH

Biggest future growth set to come from dishwashing category

COMPETITIVE POSITIONING

Reckitt experiences small decline in market share despite increased sales
Procter & Gamble remains Reckitt's key competitor
Key categories and markets
Key brands

COMPANY STRATEGY

Reckitt's growth strategy focuses on expansion
Sustainability remains key consumer demand
Reckitt: Sustainability commitments and policies (1)
Reckitt: Sustainability commitments and policies (2)
Sustainable innovation in dishwashing
Sustainable innovation in laundry care
Sustainable innovation through formulation: Veja Power Nature
Incentivising shoppers to help close the loop
Reckitt's increase in prices in response to inflation

LAUNDRY CARE

Western Europe continues to be biggest contributor to Reckitt's laundry care business
Laundry aids dominate sales across Reckitt's top markets
Other laundry aids present biggest growth opportunity

DISHWASHING

Middle East and Africa experiences highest CAGR over review period
Automatic dishwashing dominates in Reckitt's top markets
Automatic dishwashing tablets offer the biggest forecast growth

SURFACE CARE

North America continues to be biggest contributor to Reckitt's surface care business
Home care disinfectants dominate across the top markets
Home care disinfectants also represent significant growth opportunity for Reckitt

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1/2)
Projected company sales: FAQs (2/2)

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/reckitt-benckiser-group-plc-reckitt-in-home-care/report.