

# Reckitt Benckiser Group plc Due Diligence Report Including Financial, SWOT, Competitors and Industry Analysis

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Reckitt Benckiser Group plc Due Diligence Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Reckitt Benckiser Group plc and its competitors. This provides our Clients with a clear understanding of Reckitt Benckiser Group plc position in the **Consumer Products Industry**.

- The report contains detailed information about Reckitt Benckiser Group plc that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Reckitt Benckiser Group plc. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Reckitt Benckiser Group plc financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Reckitt Benckiser Group plc competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Reckitt Benckiser Group plc business.

## About Reckitt Benckiser Group plc

Reckitt Benckiser is engaged in delivering solutions in household cleaning and health & personal care to customers and consumers. Reckitt Benckiser has global reach with operations in 60 countries and sales in some 180 countries.

### Surface Care

This category has five product groups. Disinfectant cleaners both clean and disinfect surfaces, killing 99.9% of germs. Lavatory cleaners offer specialised cleaning and disinfecting for the toilet bowl and cistern. All purpose cleaners are ideal for many household surfaces, particularly in the bathroom and kitchen. Specialty cleaners are designed for specific tasks - from cleaning ovens to removing limescale. Finally, polishes and waxes clean and shine hard surfaces such as furniture and floors.

#### Key brands

Disinfectant Lysol, Sagrotan, Pine-O-Cleen Lavatory Harpic, Lysol All Purpose Veja, St Marc Specialty Easy-Off, Mop & Glo, Brasso, Lime-A-Way, Destop, Cillit Polishes & Waxes Poliflor, Old English, O'Cedar, Mr. Sheen

#### Major markets

The company's major markets include positions in North America, Western Europe, Brazil, Australia and South Africa.

#### Fabric Care

This category consists of five product groups used for cleaning and treating all fabrics. At the core of the category are products used before, during or after the main laundry wash cycle in addition to laundry detergents. Fabric Treatment products remove stains from clothes, carpets and upholstery. They are sold as pre-soakers, pre-treaters, in-wash boosters and carpet/upholstery cleaners in a selection of forms including liquids, gels, solids, tablets and sprays. Garment Care products are specially formulated for washing delicate fabrics. Water Softeners protect the machine and laundry against the buildup of limescale and other deposits. Fabric Softeners come in liquids or sheets for softening and freshening fabrics. Ironing aids help make ironing more convenient and finally laundry detergents clean clothes in the main wash.

#### Key brands

Fabric Treatment Vanish, Spray 'n Wash, Resolve, Napisan, Oxyclean Garment Care Woolite Water Softener Calgon Fabric Softener Quanto, Flor Laundry Detergent Dosia.

#### Major markets

55 countries worldwide, including leading positions in North America, Western Europe, Eastern Europe and Australia.

#### Dishwashing

Products used in Automatic Dishwashing machines. The main product is detergent for cleaning dishes in the main wash cycle and sold in an increasing range of formats: powder, liquid, gels, double action, PowerBall, 2-in-1 tabs and 3-in-1 tabs. Other products include rinse agents, decalcifying salts, dishwasher cleaners, deodorisers and glass corrosion protectors.

#### Key brands

Calgonit, Finish, Electrasol, Jet Dry.

Major markets are 37 countries worldwide including Western Europe, Australia New Zealand and Eastern Europe, and number two in North America.

#### Home Care

Air Care products freshen or add fragrance to the air in a growing range of formats including aerosols, gels,

solids, electricals and candles. Used in more and more domestic situations, not only for freshening or fragrance, but increasingly to create ambience. Pest Control products offer solutions to domestic infestation, minimising the threat of disease by insects and pests. The category includes rodenticide and insecticide products – in formats such as coils, mats, baits, traps, vapourisers and sprays - to prevent infestation and to kill pests.

#### Key brands

Air Care Air Wick Pest Control d-Con, Mortein, Shieldtox, Target, Rodasol, Pif Paf, Tiga Roda Shoe Care Nugget, Cherry Blossom

Major markets are predominantly in Western Europe, North America and Australia New Zealand. Pest Control is mainly focused on Asia Pacific, Middle East & Africa and Latin America.

#### Health & Personal Care

Products that relieve or solve common personal or health problems, protecting against infection and improving wellbeing. Antiseptics kill germs and prevent infection. Depilatories remove unwanted body hair with creams and waxes. Denture care cleans and improves the performance of dentures. The company's range of over-the-counter health products include analgesics for pain relief and treatments for colds and flu, sore throats and coughs and gastro-intestinal products for heartburn and constipation.

#### Key brands

Antiseptics Dettol Depilatories Veet Denture Care Kukident, Steradent Analgesics cold/flu Disprin, Lemsip, Bonjela Gastro-Intestinals Gaviscon, Senokot, Fybogel

#### Major markets

Analgesics cold/flu are marketed in UK, South Asia and Australia. Gastro-intestinals in UK, Italy, Turkey, Australia, Africa and Asia.

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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<sup>1</sup> – Data availability depends on company's security policy.

<sup>2</sup> – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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