

Reckitt Benckiser Group Plc in Home Care (World)

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Abstracts

The 2017 acquisition of Mead Johnson represents a major step in RB's efforts to position itself as a consumer health company. This profile analyses the ramifications of the acquisition for the operations of the world's third largest home care player, considering which home care brands are compatible with its evolving corporate identity and which are marginalised by its strategic development. It also considers the categories and geographies that offer the greatest opportunities for expansion.

Euromonitor International's Reckitt Benckiser Group Plc in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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