

# Reckitt Benckiser Group Plc (RB) in Consumer Health (United Kingdom)

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## Abstracts

Reckitt Benckiser Group (RB)'s strategy is based on consumer health. In 2014 and 2015 the company threw its weight behind consumer health, in which sales were rising faster than in home care, and in which brand margins were also higher. Home care brands were on the back foot due to strong discounting pressures, especially from private label.

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