

Reckitt Benckiser in Consumer Health (World)

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Abstracts

Reckitt Benckiser (RB) has strengthened its position in 2022, gaining a place to become the world's sixth largest consumer health company driven by strong performance in the US and the UK. Growth has been driven by brand development and customer expansion, mainly within OTC and VDS as RB is continuing to focus on its core brands. Commitments to sustainability and the consumer continue to be the guiding elements behind RB's strategy for the coming years.

Euromonitor International's Reckitt Benckiser in Consumer Health (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health industry. The report examines company shares by region and sector, 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

Get a detailed picture of the Consumer Health market;

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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