

# **Reckitt Benckiser Inc in Home Care (USA)**

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## **Abstracts**

Reckitt Benckiser is a major home care player in the US. The company, which shortened its name to RB, is concentrating on a cluster of what it calls power brands, which includes Vanish. This strategy entails further investment in profitable and recognisable brands to enhance brand recognition and drive future growth.

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