

Reckitt Benckiser Plc (RB) in Consumer Health (World)

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Date: April 2015

Pages: 31

Price: US\$ 572.00 (Single User License)

ID: RF2894836A7EN

Abstracts

Despite its significant operations in the home care industry, Reckitt Benckiser Plc (RB) has been shifting its focus to the consumer health industry recently. The company's investments have paid off, as strong performances since 2009 have seen the company break into the industry's global top ten by retail value sales. Looking forward, RB hopes its laser focus on consumer engagement will help it build scale in a rapidly consolidating industry.

Euromonitor International's Reckitt Benckiser Plc (RB) 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 OTC Healthcare, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

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

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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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Contents

Introduction
Strategic Evaluation
Competitive Positioning
Market Assessment
Geographic and Category Opportunities
Brand Strategy
Operations
Recommendations
Definitions
Conclusion

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