

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

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## Abstracts

Reckitt Benckiser is the seventh largest consumer health company, with sales mainly in the US and the UK. Over 2018-2021, its OTC sales grew 4% tied to the acquisition of Biofreeze in 2021 and from strong growth in vitamins and dietary supplements during COVID-19. RB's portfolio is weighted towards a few categories, making brand diversification, customer expansion and sustainability goals critical. The US, the UK and China will drive future growth, particularly in cough/cold and dietary suppleme...

Euromonitor International's Reckitt Benckiser (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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
State of Play  
Exposure to Future Growth  
Competitive Positioning  
OTC  
Vitamins and Dietary Supplements  
Key Findings  
Appendix

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