

Reckitt Benckiser Group plc - Company Profile and SWOT Analysis

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Abstracts

Reckitt Benckiser Group plc Company Profile and SWOT Analysis

Summary

Reckitt Benckiser Group plc Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

Reckitt Benckiser Group plc (RB or 'the company') produces and distributes household cleaning, and health and personal care products. The company's product portfolio includes over the counter (OTC) drugs, vitamins, minerals and supplements. It also sells disinfectant cleaners, fabric cleaners, fragrances, multipurpose and specialty cleaners, condoms, automatic dishwashing detergents and pest control products. RB markets its products under the brand names of Nurofen, Strepsils, Mucinex, Dettol, Lysol, Veet, Harpic, Mortein, Cillit Bang, Air Wick, Enfa, Nutramigen, Calgon, neuriva, Airborne, Woolite, Gaviscon, Durex, Scholl, Clearasil, Finish and Vanish. The company sells its products to multiple retailers, mass markets, grocery chains. It has business presence across Europe, North America, Latin America, the Middle East and Africa and Asia-Pacific. The company is headquartered in Slough, Berkshire, the UK.

Scope

Detailed information on Reckitt Benckiser Group plc required for business and

competitor intelligence needs

A study of the major internal and external factors affecting Reckitt Benckiser Group plc in the form of a SWOT analysis

An in-depth view of the business model of Reckitt Benckiser Group plc including a breakdown and examination of key business segments

Intelligence on Reckitt Benckiser Group plc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Reckitt Benckiser Group plc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of Reckitt Benckiser Group plc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Reckitt Benckiser Group plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Reckitt Benckiser Group plc's business structure, strategy and prospects.

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