



Euromonitor  
International

# Reckitt Benckiser Group Plc in Home Care

July 2025

Table of Contents

## INTRODUCTION

Executive summary

## STATE OF PLAY

Top companies at a glance

Western Europe and North America are Reckitt Benckiser's leading regions

Reckitt's top categories continue to dominate its sales

Market momentum driving Reckitt's 2021-2024 growth

Global market exposure: Balancing developed and emerging economies

Emerging Markets represent Reckitt's biggest geographic division

Reckitt looks to sell "non-core" Essential Home and Nutrition businesses

## EXPOSURE TO FUTURE GROWTH

The US will be a major growth generator in the coming years

Little movement expected among the leading home care players

Reckitt Benckiser aiming for Net Zero by 2040

Cold wash: Driving sustainability, cost savings and market growth

Sustainable products and packaging

## COMPETITIVE POSITIONING

Combatting the affordability of private label

Private label gains share in Western Europe and Australasia

Private label lines represent strong competition for brand manufacturers

More power to the Powerbrands

Dettol expands in laundry care in China

Reckitt is the number one player in a number of categories in Australia

Finish is the leading brand globally in dishwashing and Lysol in surface care

## SURFACE CARE

US the main surface care market for Reckitt

Home care disinfectants is Reckitt's main category in surface care

## DISHWASHING

Western Europe generates half of Reckitt's global dishwashing sales

Dishwasher possession rates heavily influence product usage

Thermoformed tablets account for three quarters of Reckitt's tablet revenue in 2024

## LAUNDRY CARE

Reckitt looking to expand its business in China

Laundry aids most important for Reckitt in laundry care

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/reckitt-benckiser-group-plc-in-home-care/report](http://www.euromonitor.com/reckitt-benckiser-group-plc-in-home-care/report).