

# Procter & Gamble Co, The in Home Care

August 2024

**Table of Contents** 

#### INTRODUCTION

Scope

**Executive summary** 

#### STATE OF PLAY

Top companies at a glance

Procter & Gamble's global footprint

How Procter & Gamble maintains its edge in global home care market

The impact of cleanliness awareness on P&G's market success

#### EXPOSURE TO FUTURE GROWTH

P&G's market leadership and growth prospects

#### COMPETITIVE POSITIONING

Key categories and markets

Key brands

The strategic formula behind Procter & Gamble's market dominance

Market disruption: How P&G is responding to DTC and private label threats

Procter & Gamble's premium play: Winning consumer loyalty

Adapting to market changes: P&G's new advertising strategies for 2024

Staying ahead: P&G's winning combination of innovation and consumer connection Procter & Gamble's strategic focus: Divestment to fuel innovation in home care Navigating the green cleaning market: P&G's strategic moves with 9 Elements Unilever's stronghold in emerging markets challenges P&G's global strategy

Amid challenging socioeconomic climates, P&G restructures its business in Nigeria and Argentina

Procter & Gamble's key messages on positioning, technology and sustainability

### LAUNDRY CARE

Navigating market dynamics: P&G's laundry care strategy in NA, Europe and APAC

P&G's evolving laundry care landscape

Projected laundry care sales

Tide Evo: Meeting sustainability pledges with innovative detergent Flexible film bag defects lead to major recall of P&G laundry products Sustainability in action: P&G's innovative paper bottle for Lenor Procter & Gamble: A reprise for cold water washing strategy

Tide and Walmart partnership on cold water washing P&G's new certification with GE, Electrolux and Samsung

Rise of self-care in the home propelled the growth of scent boosters

The importance of Downy Rinse & Refresh in P&G's innovation

#### **DISHWASHING**

Navigating market dynamics: P&G's dishwashing strategies across regions

P&G's market leadership in dishwashing: A closer look at the US, the UK and Mexico

Fairy promotes short cycle dishwasher usage and cold handwashing in Europe

Eco-conscious dishwashing: Fairy advocates for cold water and energy savings

Fairy Max Power's successful launch: A 61% sales increase in Masymas supermarkets

Dawn Ez-Squeeze debuts in the US: A triumph in P&G's consumer-obsessed approach

Dawn is committed to sustainability in the home and outside of it

The rise of protein and the fall of pre-rinsing: How Cascade adapted

## SURFACE CARE

P&G's surface care challenge: Competing with Reckitt and SC Johnson

Challenges and successes in the US, Canada and the UK

Swiffer declines as smart vacuums and mops grow

#### AIR CARE

P&G's air care Landscape: Navigating growth in mature and emerging markets
Navigating air care markets: P&G's position in the US, Japan and the UK
Febreze's new Mood Collection line aims for a multi-sensory experience
In-car wellness: Febreze's Luxe Collection with customisable intensity
Febreze introduces mold prevention for Japanese bathrooms

#### **KEY FINDINGS**

Key findings

#### **APPENDIX**

Projected company sales: FAQs (1/2) Projected company sales: FAQs (2/2)

## 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/procter-and-gamble-co-the-in-home-care/report.