



Unilever Group in Home Care

October 2024

Table of Contents

Scope

Executive summary

Top companies at a glance

Unilever's global footprint

Laundry care is Unilever's biggest global revenue contributor

Market momentum contributes to value sales growth for Unilever

Laundry detergents represent a key area for growth for Unilever

Unilever experiences above market average value growth over the review period

Procter & Gamble remains Unilever's key competitor

Unilever brands consistently rank number one across scouring agents

Cif/Jif has the widest presence across Unilever's top markets

Unilever's strategy to encourage faster growth

Unilever and TikTok global partnership

Sustainability remains a key consumer demand

E-commerce and overall market share mismatch for Unilever in Asia Pacific

Unilever focusing on fabric softeners and scent boosters as growth areas

Asia Pacific is the biggest contributor to Unilever's laundry care business

Laundry detergents dominate Unilever's laundry care sales

Unilever launches a range of Persil laundry detergent sheets

Powder detergents are a key area for growth for Unilever

Asia Pacific is the biggest contributor to Unilever's dishwashing business

DISHWASHING

Automatic dishwashing products are the dominant format across the top markets

Lifebuoy enters the dishwashing market in Indonesia

Hand dishwashing is the area of growth for Unilever

Western Europe is the biggest contributor to Unilever's surface care sales

Multi-purpose cleaners are the largest revenue driver for Unilever

Sunlight Bioshield launches in Vietnam

Demand for multi-purpose cleaners will remain high

Executive summary

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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