



Reckitt Benckiser in Consumer Health

February 2023

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Executive summary

Scope

STATE OF PLAY

Reckitt Benckiser overtakes Amway Corp in 2022

North America and Western Europe are key regions for Reckitt Benckiser

OTC remains RB's leading category and the US remains the largest market

RB benefits from growth in all areas, led by market momentum

EXPOSURE TO FUTURE GROWTH

US remains the key source of growth for Reckitt Benckiser over the forecast period

COMPETITIVE POSITIONING

RB's shares and sales increased among mixed performance of competitors

Reckitt Benckiser continues to experience a significant overlap with Haleon

Reckitt Benckiser's top 10 countries cover all regions

Nurofen remains a top brand for Reckitt Benckiser in many important markets

The US and the UK remain key markets for RB

RB's sustainability goals

Attitudes towards preventative health indicate opportunity for innovation and diversification

Women's health becoming a key business unit for Reckitt Benckiser

OTC

Western Europe and North America are the main markets for RB's OTC portfolio

CCA and analgesics remain dominant due to the resurgence of colds and flus

OTC offers significant opportunities for growth across markets

Gaviscon performs well despite ingredient shortages and supply issues

VITAMINS AND DIETARY SUPPLEMENTS

Asia Pacific represents a new market opportunity for VDS

Dietary supplements remains the largest contributor to overall sales value in VDS

China represents a large opportunity for VDS value growth outside the US

KEY FINDINGS

Key findings

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

Overview of Beauty Survey

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