



# Competitor Strategies in Home Care

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## COMPETITIVE OVERVIEW

Companies at a glance

Varied industry reliance, with top three being more diversified and the rest more streamlined

Home care market momentum drives growth for leaders

Developed regions contribute significantly to the leading 10

Strong presence in laundry care enhances company strength

Building a brand portfolio strategy around the company's key strengths

## STRATEGIES AT PLAY

Key strategies in home care

Premium vs Value: Private label and local brands win on affordable quality

Premium vs Value: Growing share of private label on shelves threatens incumbents

Premium vs Value: Brand superiority and premiumisation a way forward for incumbents

Premium vs Value: Brands tap into specific insights and needs to drive superior innovation

Sustainability: Lowering at-home energy consumption

Sustainability: P&G's collaborations aimed at driving adoption and usage of cold wash

Sustainability: Brands are reducing plastic usage through formats and packaging

Sustainability: Compaction lends to innovative and sustainable product formats

Sustainability: Packaging

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Channels: Pricing pressures drive consumers to value-orientated channels

Channels: Growth of private label by region in 2022/2023

Channels: New digital commerce platforms are changing the online retail landscape

Channels: #CleanTok enables Unilever to draw upon consumers captivated with cleaning

Channels: Takeaway

Wellness: External challenges contribute to enhanced focus on the self

Wellness: Addressing wellness needs through sensorial offerings

Wellness: Delivering a sensorial experience through fragrance

Wellness: Takeaway

## FUTURE CONSUMPTION OPPORTUNITIES

Future consumption opportunities: The silver economy

Future consumption opportunities: The furry family member

## KEY FINDINGS

Key findings

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