



Kenvue Inc in Consumer Health

April 2024

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STATE OF PLAY

Kenvue is the second largest consumer health company globally

Kenvue's global footprint

Company overview

Kenvue's Spin off from Johnson & Johnson opens growth opportunities

EXPOSURE TO FUTURE GROWTH

US to drive growth due to large brand portfolio and strong pace of innovation

COMPETITIVE POSITIONING

Focused strategy among the leading players to influence performance

Haleon continues to be Kenvue's main competitor

Kenvue leads in North America, while maintaining a global presence

Top brands Tylenol, Zrytec and Motrin have potential to expand sales in leading markets

Kenvue provides a holistic omnichannel experience to consumers through e-commerce

Kenvue's launch of the "Everyday Care Mission"

Kenvue innovating by product variety through brands of Tylenol, Motrin and Zarbee's

COUGH, COLD AND ALLERGY REMEDIES

Globally Kenvue leads in cough, cold and allergy remedies, followed closely by Haleon

Largest portfolio of products for Kenvue within combination products

ANALGESICS

Kenvue still the second largest company globally in analgesics

Kenvue's analgesics portfolio is dominated by systemic analgesics

Product innovation through hybrid product Motrin Dual Action with Tylenol

DIGESTIVE REMEDIES

Kenvue's digestive remedies portfolio more expansive globally than other categories

Diarrhoeal remedies and indigestion/heartburn remedies dominate Kenvue's product mix

KEY FINDINGS

Overview of consumer health for Kenvue: Product and brand coverage in 2023

Executive summary

APPENDIX

Projected company sales: FAQs

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