



## SECTOR: HOME CARE

# Corporate brand communications quarterly report

Eight multinationals dominate the global home care sector: **Procter & Gamble, Unilever, SC Johnson, RB, Kimberly-Clark, Henkel, Essity and Colgate-Palmolive**. Their combined global home care sales exceeded more than **\$200 billion** in 2019.

Consumers are demanding genuine action from companies: their impact on the environment and social concerns, as well as, ensuring the necessary governance to safeguard a sustainable future. It is essential for brands to place their sustainability activities firmly in the hearts and minds of their customers and develop the right communications channel to promote them.

Deploying a social-first strategy, brands are entering into two-way conversations with consumers on a wide range of sustainability topics, from local social initiatives to leadership at the corporate brand level.

**So what exactly are they saying and how do they compare to one another?**

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**Our research and analysis gives you a detailed view of the leading players in this sector and their sustainability communication strategy at corporate brand level:**

- **claims and brand positioning**
- **which brands are aligning with which initiatives**
- **volume of activity on social platforms**
- **how they rank against each other**

**Armed with SusMon's Home Care sector report, you will be easily able to understand your competitors' priorities, identify competitor threat, spot opportunities and develop a differentiated social strategy of your own.**

### Available Reports

**For individual subscribers**, reports are delivered in PDF format:

**Home Care Sector Corporate Brand Communications Quarterly Report** - \$1,000 per quarter

**Surface Care, Laundry, Dish Care, Paper Products and Disruptors Category Reports** - \$500 per month per category

**For enterprise access**, reports are available to download across your organization via a login to our reports database. Please contact us for more info.



**Sustainability  
Monitor**