



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 accounted for almost **\$70bn** of the \$180 billion global Home Care market in 2019.

Investors, governments and 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.

We track, not just the largest multinationals in the sector, but also their key global & regional brands: more than 50 brands in Cross-category, Dish Care, Laundry, Paper Products and Surface Care.

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.

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.

Available Reports

For individual subscribers, reports are delivered in PDF format:

Home Care Sector Corporate & Brand Communications Quarterly Report - \$1,500 per quarter

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



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