



# Household Products

## Driving forces

Household products are essential to consumers' daily lives. Performance, cost-effectiveness, ease of use, environmental awareness, and packaging are all important aspects for the industry. Because the household products industry is highly competitive, if they want to drive brand growth, businesses must adapt quickly, innovate, and differentiate themselves in the marketplace. To meet consumers' needs, companies strive to improve product quality and provide innovative features to achieve the degree of performance consumers expect while also reducing product costs, especially for emerging markets. As more consumers demand environmentally friendly products, especially in developed markets, companies are working to minimize the environmental impact of products throughout their life cycle. In addition to the products themselves, packaging is another priority area: companies design packaging to attract consumers and influence purchasing decisions, but also to reduce the packaging's environmental impact.

## Highlighted criteria & Dimension weight

- Economic Dimension ..... 53%
  - Brand Management
  - Strategy for Emerging Markets
  - Customer Relationship Management
  - Innovation Management
- Environmental Dimension ..... 21%
  - Packaging
  - Operational Eco-Efficiency
  - Product Stewardship
- Social Dimension ..... 26%
  - Human Capital Development
  - Occupational Health and Safety

## Sustainability leaders 2019

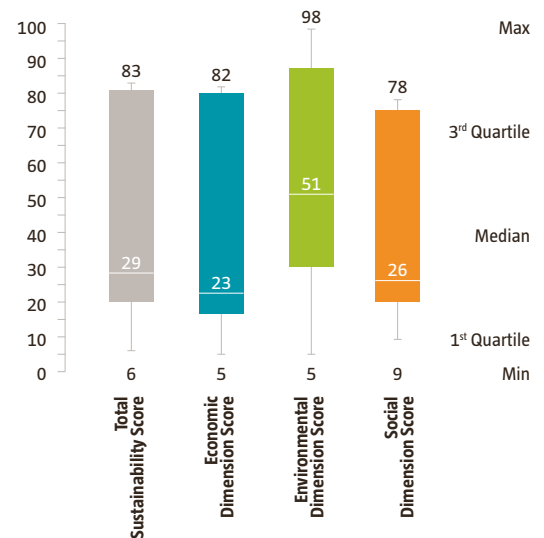
SAM Gold Class	
Essity AB *	Sweden
Colgate-Palmolive Co	United States
SAM Silver Class	
Henkel AG & Co KGaA	Germany
Reckitt Benckiser Group PLC	United Kingdom

\* SAM Industry Mover

## Industry statistics

Number of companies in universe	14
Number of companies assessed in 2018	14
Assessed companies to total companies in universe	100%
Market of assessed companies to total market	100%

## Results at industry level



The box-and-whisker plot describes the distribution of scores in the industry, based on all assessed companies. More information is available in the Reading Instructions in the introduction.