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.