



## Household Products

### Driving forces

Household products companies operate in a highly competitive, multi-brand environment. Brand management and product quality issues are key focus areas following closely with the need to continuously innovate to retain market positioning and gain market share. Given their ubiquitous presence and sheer volume of use in every day life, the waste from these products are prone to have a higher impact on the natural environment. As a result, companies should be engaged in rigorous product stewardship management and address recurring concerns over product safety and environmental impact. This, combined with a changing regulatory environment surrounding the use of ingredients & chemicals, is driving innovation and ultimately setting higher quality and safety standards. Avoidance of toxins and a greater emphasis on more natural and sustainable products are also key themes. Such factors, as well as restrictions on emissions, energy consumption and water use, have an impact on production and operating costs. Moreover, emerging markets continue to offer growth opportunities. Successful companies are establishing R&D centers in those regions, adapting and developing new products to local needs and tastes, and establishing flexible, market-specific pricing strategies.

### Highlighted criteria

- Economic Dimension**
  - Brand Management
  - Customer Relationship Management
  - Innovation Management
  - Strategy for Emerging Markets
- Environmental Dimension**
  - Environmental Policy & Management Systems
  - Operational Eco-Efficiency
  - Product Stewardship
- Social Dimension**
  - Human Capital Development
  - Occupational Health and Safety

### Sustainability leaders 2018

<span style="color: #FFC000;">●</span>	<b>RobecoSAM Gold Class</b>	
	Henkel AG & Co KGaA*	Germany
<span style="color: #8B4513;">●</span>	<b>RobecoSAM Bronze Class</b>	
	Colgate-Palmolive Co	United States

\* RobecoSAM Industry Mover

### Industry statistics

Number of companies in universe	17
Number of companies assessed by RobecoSAM in 2017	14
Assessed companies to total companies in universe (%)	82
Market capitalization of assessed companies to total market capitalization (%)	90

### Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	51	90	53%
Environmental	61	94	21%
Social	55	87	26%

### Total score

