



HOME CARE



Unilever

Home Care at a glance

€12.2bn

FY'23 Turnover

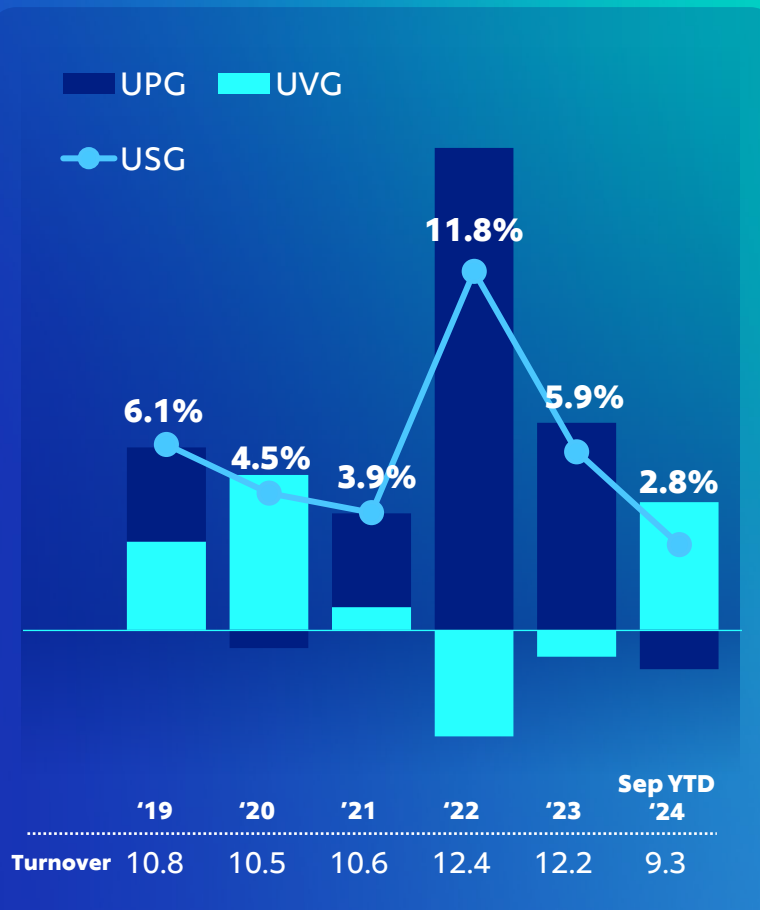
2.8% Sep YTD'24
USG

12.3%

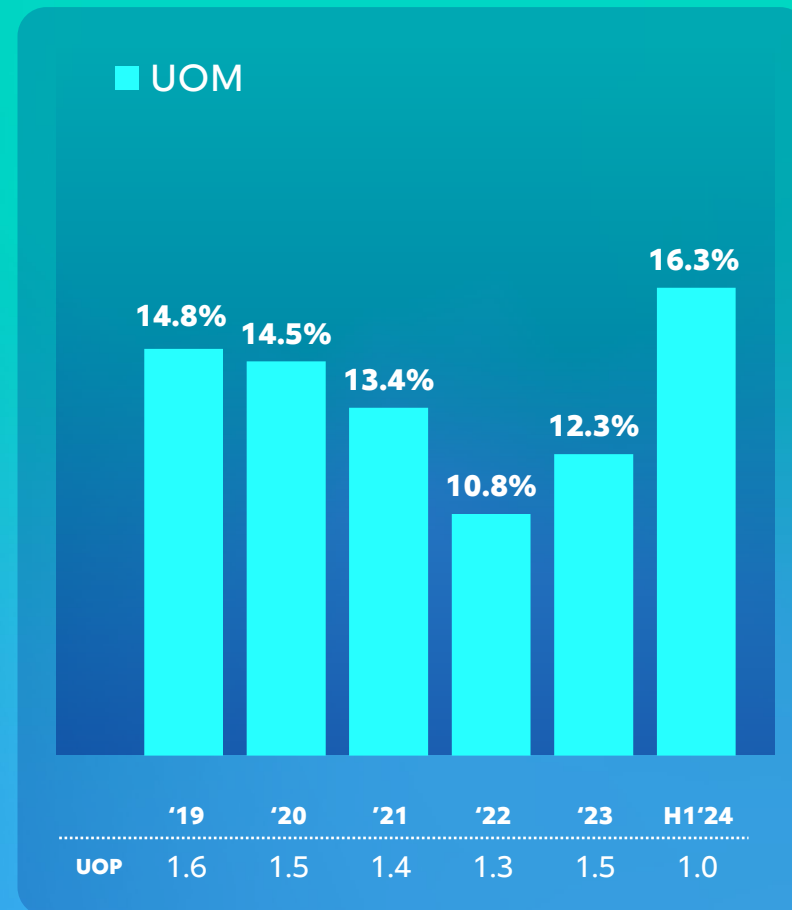
FY'23 UOM

16.3% H1'24
UOM

Growth



Profitability



Home Care overview

Primary Verticals



#2 market position

#4 market position

#2 market position

Market size

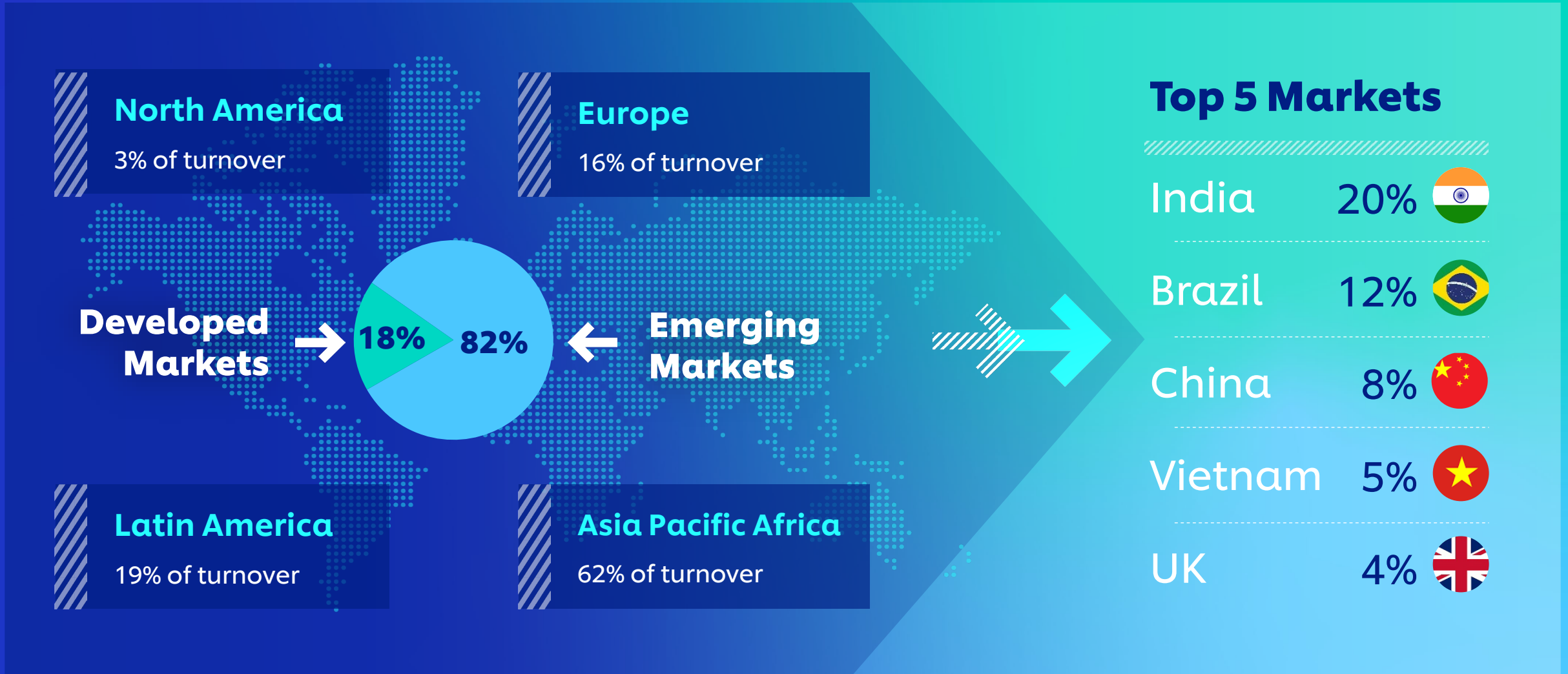


- Fabric Cleaning
- Home & Hygiene
- Fabric Enhancers

Power Brands

A central graphic featuring six brand logos: Radiant (lightning bolt), OMO (spiky green), Domestos (blue and red), Sunlight (lemon slice), Surf (blue with butterfly), and Comfort (cursive). In the center is a dark blue circle with the text "80% of turnover from Power Brands".

Key geographies and markets



Home Care Financials

	Turnover (€bn)	USG %	UVG %	UPG %	UOP (€bn)	UOM %
2019	10.8	6.1%	2.9%	3.1%	1.6	14.8%
2020	10.5	4.5%	5.1%	(0.6)%	1.5	14.5%
2021	10.6	3.9%	0.7%	3.1%	1.4	13.4%
2022	12.4	11.8%	(3.5)%	15.9%	1.3	10.8%
2023	12.2	5.9%	(0.9)%	6.8%	1.5	12.3%
4-year CAGR	3.0%	6.4%	0.8%	5.5%	(1.7)%	