



HOME CARE



Unilever

Home Care at a glance

€12.4bn

FY'24 Turnover

2.9%

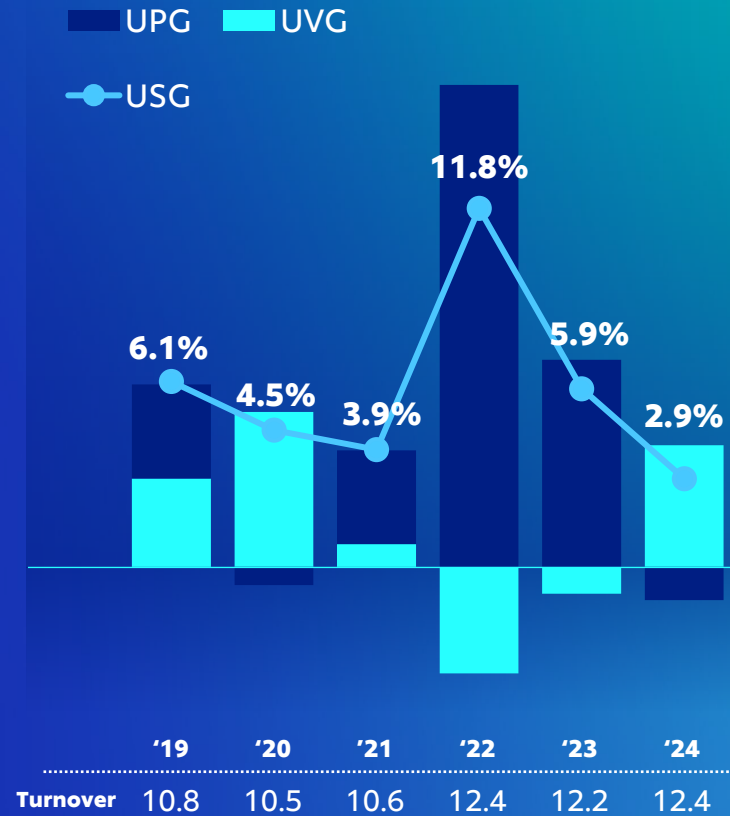
FY'24 USG

14.5%

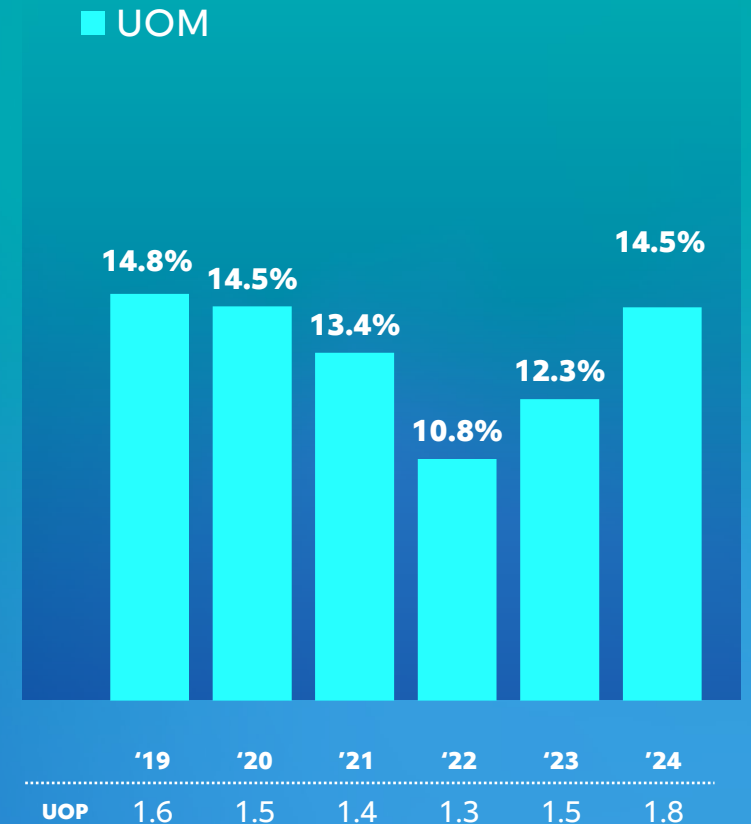
FY'24 UOM

+220bps vs. PY

Growth



Profitability



Home Care overview

Primary Verticals

Fabric Enhancers

Home & Hygiene

Fabric Cleaning

#2 market position

#4 market position

#2 market position

Market size

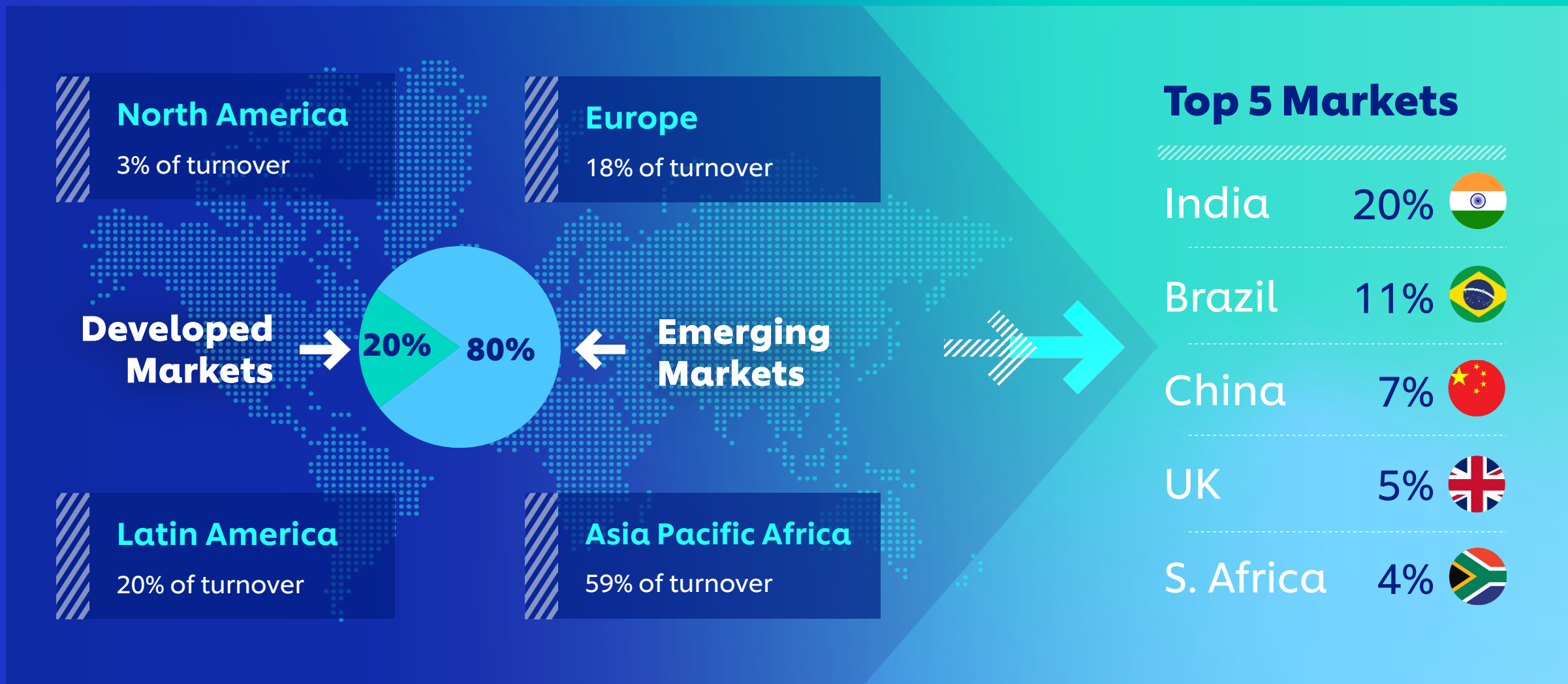


■ Fabric Cleaning
■ Home & Hygiene
■ Fabric Enhancers

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%
2024	12.4	2.9%	4.0%	(1.1)%	1.8	14.5%
5-year CAGR	2.7%	5.8%	1.3%	4.4%	2.2%	