

Dettol

Parent Company

Reckitt Benckiser

Category

Personal care brand

Sector

FMCG

Tagline/ Slogan

Be 100% sure

USP

Dettol is the first of its kind in anti-bacterial segment.

Dettol STP

Segment

People looking for anti-bacterial personal hygiene

Target Group

All age groups & households especially urban & tier 2 cities

Positioning

Dettol have always been positioned as a 100% germ fighter with germ fighting and protection as the core

Dettol SWOT Analysis

Strengths

1. Dettol's Germ-kill heritage (brown liquid) is seen as strong and adds on trustworthiness (RTB).

2. Excellent for treating skin irritations, cuts/bruises and seasonal applications.

3. Dettol brand comes from a reputable company with a strong legacy

4. Strong customer brand loyalty of all those using their products

5. Increasing popularity of Dettol soap as a germ killer and hygienic soap

6. Dettol has products like antiseptic liquid, soaps, sanitizers, bodywash etc

7. Strong advertising and marketing campaigns through TVC's, OOH hoardings, print media & online ad

Weaknesses

1. Despite excellent product, limited penetration in rural markets

2. Competition from other similar products means stagnant market share for Dettol

Opportunities

1. Leverage the powerful brand equity associated with the Dettol Brand to make it an everyday use product

2. Tie-ups with schools, hospitals, hotel chains etc

3. Better penetration in rural markets and emerging economies

Threats

1. Other main players in the antibacterial category can affect market share of Dettol

2. Other emerging players and alternatives available

3. People opting for ayurvedic & natural treatments can reduce business

Competition

Competitors

1. Savlon

2. Lifebuoy

3. Johnson & Johnson

4. Unilever

5. Procter and Gamble (P&G)

6. Himalaya Wellness

7. Reckitt Benckiser

8. Dabur