

**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

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