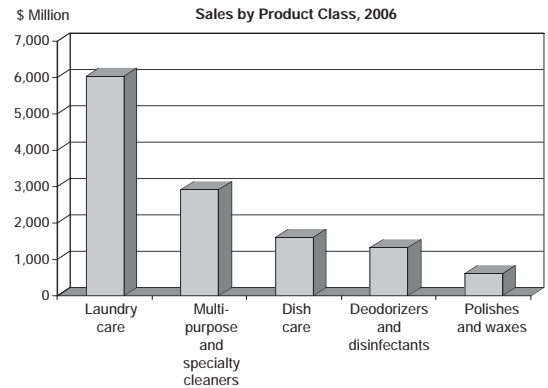


Household Cleaning Products USA

2006 Fact Sheet

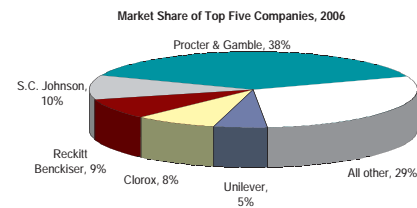
The Market

Sales of household cleaning products in 2006 total approximately \$12.5 billion, up 3.2% from 2005 levels. Deodorizers and disinfectants experience the highest growth, increasing sales by 7.5% from 2005 as both diffusers and room sprays in the air fresheners category continue to register solid growth.



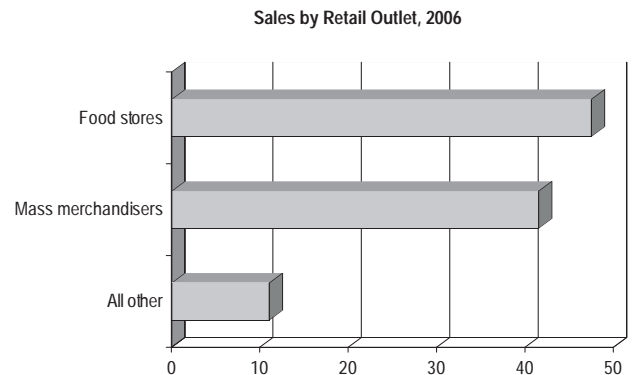
Companies

About 14 major companies account for approximately 90% of all dollar sales of household cleaning products. The top three companies—Procter & Gamble, S.C. Johnson, and Reckitt Benckiser—account for \$7.2 billion, or about 57% of total sales. Church & Dwight moves one position ahead of Henkel after its acquisition of Orange Glo International.



Retail Channels

Food stores account for 48% of sales in 2006. Mass merchandisers continue to grow in popularity and have achieved about 41% of sales due to generally lower price levels, among other factors.



Future Outlook

The market for household cleaning products has grown from \$12.1 billion in 2001 to \$12.4 billion in 2006 and is forecast to reach \$13.5 billion in 2011. Market growth will be driven by products that offer convenience, meet consumers' expectations of efficacy and value, and are perceived as safe. Air fresheners, bathroom cleaners and mildew removers, and fine fabric washes will experience the greatest growth rate over the forecast period.

