

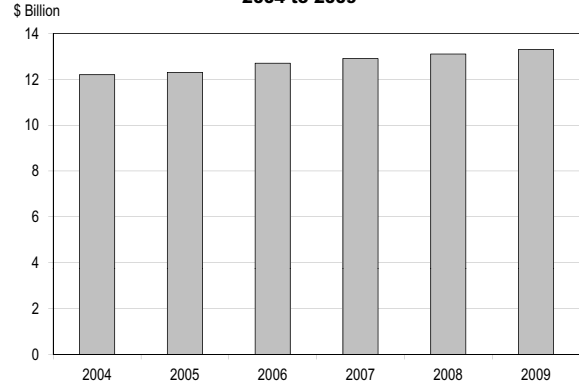
Household Cleaning Products USA 2009

Fact Sheet

The Market

Value gains for household cleaning products in 2009 improve over the prior year's growth rate. Since 2004, dollar sales for the total household cleaning products industry have increased at a compound annual growth rate of 1.6%.

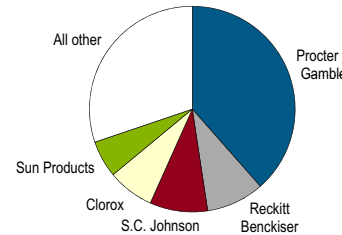
U.S. Manufacturers' Sales of Household Cleaning Products, 2004 to 2009



Companies

The top 10 companies have combined sales of approximately \$11.4 billion, representing 86% of total household cleaning product sales in 2009. Procter & Gamble remains the leading marketer by an immense margin.

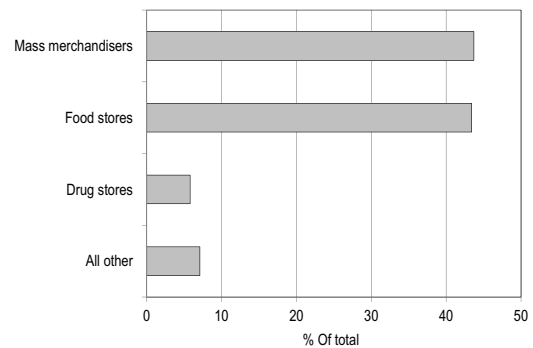
U.S. Manufacturers' Sales of the Leading Five Marketers of Household Cleaning Products, 2009



Retail Channels

Mass merchandisers account for nearly 44% of sales of household cleaning products in 2009, slightly higher than food stores.

U.S. Manufacturers' Sales of Household Cleaning Products by Retail Channel, 2009



Outlook

The market for household cleaning products has grown from \$12.2 billion in 2004 to \$13.3 billion in 2009 and is forecast to reach \$14.4 billion in 2014. The light-duty liquid detergents category is expected to experience modest growth while most of the remaining categories are expected to decline over the next five years.

Historical and Future Growth of the Household Cleaning Products Industry, 2004 to 2014

