

## No 8: Tide / Ariel

RANK	8 <sup>th</sup>
RANKING CHANGE SINCE 2014	No change
FMCg CATEGORY	Home Care
BRAND SALES	USD10-15 billion



Tide / Ariel's owner Procter & Gamble is the global leader in home care (and tissue and hygiene) by sales value, and the Tide / Ariel brand accounts for over 40% of P&G's home care sales.

The brand's success is driven by different products in mature and emerging markets. Tide Pods, originally launched in the US in 2012, are key in mature markets. In emerging markets sales growth derives more from the shift to liquids from powders and upgrades around wash performance and scent. North America is the leading market for the brand, with Asia Pacific second. The latter has seen consistently strong retail value growth.

Owner Procter & Gamble has been through a major revamp, dropping over 100 brands by scrapping, selling or consolidating them. Focus has turned to sales and profit growth. As a result, major innovations have been less apparent for many of its brands. This is not to say there have been no developments in recent years. Tide Purclean, launched in the US, is positioned as the first "plant-based liquid laundry detergent ... [with Tide's] cleaning power" and P&G trialling Tide Wash Club, a subscription service for Tide Pods with free delivery.

