



Happi January 2007

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Unilever

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Method Home Products

All Small & Mighty

Unilever

P&G

.2007

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Wal-Mart

2006



\$1,183,743,000	Tide
\$307,256,500	All
\$228,477,800	Purex
\$196,204,000	Gain
\$137,810,700	Arm & Hammer
\$120,131,700	Xtra
\$102,755,200	Cheer
\$98,404,220	Wisk
\$75,283,560	Private Label
\$62,786,180	Era

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Wal-Mart

2006

\$328,202,900	Tide
\$105,027,700	Gain
\$32,730,080	Cheer
\$31,301,070	Surf
\$29,411,880	Arm & Hammer Fabricare
\$20,388,410	Ariel
\$102,755,200	Private Label
\$14,925,670	Sun
\$13,503,850	Private Label
\$12,138,070	Arm & Hammer
\$10,251,740	Foca

Euromonitor International

\$ 50

% 5.1

.Euromonitor International

2005

(\$) 2005	
9,471	
3,442	
2,791	
2,697	
2,477	
2,295	
2,220	
2,077	
2,069	
1,628	
1,517	
1,347	

\$ 3.5 % 3.3

2006 5 52 (manufacturers dollars)

2.8 % 7.5 Information Resources, Inc

. \$ 670 % 11 \$

\$ 26.1 % 8.1

\$ 13.2 % 93

Wal-Mart

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2007

P&G

Tide Simple Pleasures

Tide Simple Pleasures

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2005	
28.1	Procter & Gamble
17.4	Unilever
8.9	Henkel
5.3	Reckitt Benckiser
2.9	Colgate-Palmolive
2.9	Kao
2.2	Lion
1.4	Church & Dwight
1.1	Fábrica de Jabón La Corona SA de CV
1.0	Zhejiang Nice Daily Use Chemical Co Ltd

P&G

Ellen DeGeneres

Tide Cold Water

Tide
New Orleans

P&G

100000

100

20

Unilever and P&G

Method

2004

Method Home Products

2006

\$

60

P&G

Unilever

: 2007

500 2006 Inc.'s

% 4000

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2007

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