

Domex

Parent Company

HUL (Unilever)

Category

Home Care – Toilet Cleaner

Sector

FMCG

Tagline/ Slogan

Domex: 100% Germ Protection; Million more germs will die

USP

Power is due to its high availability of chlorine for killing germs

STP

Segment

Toilet Cleaner – Liquid Cleaner

Target Group

Liquid Cleaner for Toilets targeting all households

Positioning

Domex bleach gives the confidence of eradicating all known germs and help improve general hygiene

SWOT Analysis

Strengths

Domex

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| 1. Only brand which has sodium hypochlorite an ingredient which has the properties to kill germs (WHO) |
| 2. Sold in over 35 countries with popular name as Domestos, Glorix, Klinex |
| 3. Has wide product variety range like wipes, sprays, liquid etc |

Weaknesses

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| 1. Segment presence mainly in Urban Areas |
| 2. Highly competitive market and slightly higher priced even for all urban families |

Opportunities

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| 1. 'Domes Germ Kill Challenge' – Raising awareness among households about use of Domex instead |
| 2. 'Domex-Squad' –An initiative taken to clean household toilets |
| 3. Tie-up with hotel chains, restaurants etc |

Threats

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| 1.Toilet cleaning market is traditionally dominated by the unbranded Phenols |
| 2.Strong established competitor like Harpic |

Competition

Competitors

Domex

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1.Harpic
2.Kiwi
3.Sanifresh