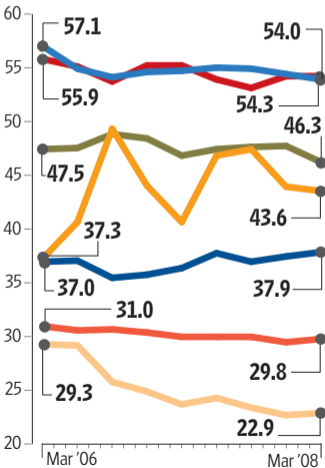


DWINDLING SHARE

Except for fabric wash and instant coffee, HUL has lost market share in all categories it is present in.

— Skin — Personal wash — Shampoo — Instant coffee
— Fabric wash — Toothpaste — Packet tea

Market share (in %)



Source: AC Nielsen