



Euromonitor  
International

# Competitor Strategies in Beauty and Personal Care

January 2025

## INTRODUCTION

Scope

Key findings

## STATE OF PLAY

Companies at a glance

Both conglomerates and pure beauty players succeed in the market

M&A activities ramp up as the industry realigns itself

Till a slowdown do us part: Big bets on China risk dragging down in 2025 and beyond

Emerging countries rise in importance as more affluent developed nations stagnate

Companies divest from their weak spots and shift priorities

Companies scramble to adjust their portfolios to fill the gaps, exploit opportunities

Reorganisations, management changes and acquisitions continue: 2028 rankings uncertain

The quest for the best physical/digital mix still being explored in the beauty industry

Avon earns Leaping Bunny certification in partnership with Cruelty Free International

Exclusivity, price lining and elevated experience help brands to win in gift shopping

Olive Young: Quarterly sale to train consumers to consistently visit and purchase

Previously underserved curly hair market piques companies' interest, leads to new launches

## BLURRING WELLNESS SPACES

Wellness proliferates amid shifting consumer values and priorities

Opportunity in fragrances for wellness positioning

BÉLAIR LAB : Fragrance Bath Oil from pharmaceutical giant for relaxation and sleep enhancement

"Skin-safe", sensitive skin positioning in South Africa merges fragrances with skin health

Mystic Zingaro: A scent and sound ritual for emotional wellbeing

## INGREDIENT-LED BEAUTY

Consumer demand for efficacy and safety drives companies' investments in beauty

Dermocosmetics flourishes due to proven efficacy, but expect greater competition

Clinically-validated, medically-aligned skin care surges as consumers look for health, and safety

New product launches aim for innovation in ingredient-led beauty offering

Ingredient-led beauty expands accessibility through drugstores channel

## DIGITALISATION

Companies tap into technology across the entire value chain

Procter & Gamble is leveraging technology to enhance shopper interaction

Beauty devices provide an opportunity for development in premium categories

## KEY FINDINGS

Key findings

## ABOUT OUR RESEARCH

Overview of Voice of the Consumer: Beauty Survey

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/competitor-strategies-in-beauty-and-personal-care/report](http://www.euromonitor.com/competitor-strategies-in-beauty-and-personal-care/report).