



Procter & Gamble Co, The in Beauty and Personal Care

November 2024

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INTRODUCTION

Scope of the report

Executive summary

STATE OF PLAY

The Procter & Gamble Co ranks second globally in beauty and personal care

Asia Pacific and North America contributed significantly to sales in 2023

P&G's share and brand coverage in the global beauty and personal care market

Steady performance mainly led by deodorants; US continues to lead sales

Growth led by market momentum and innovative product launch strategy

EXPOSURE TO FUTURE GROWTH

Future growth driven by innovation and product expansion strategy

The top five companies, including Procter & Gamble, are expected to retain their positions

COMPETITIVE POSITIONING

L'Oréal's market share soars amid steady gains by everyday product brands

Key competitors include Unilever and L'Oréal

Procter & Gamble leads in shaving, while holding strong shares in other categories

Procter & Gamble's key brands continue to maintain their market positions

Consumer perceptions of top Procter & Gamble brands

Oral care leads Procter & Gamble's online sales; focused on enhancing online visibility

HAIR CARE

North America and the Middle East and Africa lead growth in hair care products

Shampoos continue to dominate Procter & Gamble's hair care sales worldwide

Procter & Gamble's hair care prospects are strong in both developed and emerging markets

Procter & Gamble is leveraging technology to enhance shopper interaction

MEN'S GROOMING

Growth maintained, with increased demand for men's toiletries globally

Shaving category continues to dominate sales in key markets

Production expansion and innovation to drive momentum in P&G's shaving business

Gillette's high SKU price backed by robust sustainable innovation

ORAL CARE

Growth in oral care supported by rising demand in emerging markets

Continued product innovation essential for sustaining market position across categories

The sustainability strategy, coupled with government support to enhance sales performance

SKIN CARE

Asia Pacific dominates P&G's skin care sales, though growth impacted in various regions

Facial care products continues to generate majority of skin care sales

Channel partnerships and innovation are essential for unlocking untapped market potential

KEY FINDINGS

Key findings

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Projected company sales: FAQs

Projected company sales: FAQs

Appendix

Voice of the Consumer: Beauty Survey – brand and product loyalty

Overview of Voice of the Consumer: Beauty Survey

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