



Henkel AG & Co KGaA in Beauty and Personal Care

December 2024

Scope

Executive summary

Henkel maintains its position in beauty and personal care for four years in a row

Henkel generates two fifths of its sales in Western Europe, an increase from previous year

Hair care remains the strongest part of Henkel's beauty and personal care portfolio

Market momentum, a major driving force for Henkel

Reinforcing sustainability - part of Henkel's "DNA"

Henkel's global R&D network - an important asset for a potential breakthrough

Henkel focuses on trusted brands while actively managing its portfolio

Hair care in Germany presents the biggest growth prospects for Henkel

Henkel has yet to reach the top 10 ranking, but is maintaining its position outside

Acquiring Vidal Sassoon in China brings good growth prospects to Henkel

Henkel's core beauty markets of Germany and the US present economic challenges

Henkel makes value sales gains despite losing market share

Henkel sees greatest overlap with Procter & Gamble and Unilever

Colourants and styling agents in Germany - the strongest area in Henkel's operations

Schwarzkopf - Henkel's flagship brand - benefits from further innovations

Henkel fares the best in hair care in Western Europe

Henkel's hair care assortments generate the highest sales in Germany and China

Germany offers the biggest prospects for Henkel's hair care

Enhancing the value of brands - a justifiable strategy for Henkel

North America - the biggest global contributor to Henkel's bath and shower sales

Body wash/shower gel - the most demanded product among Henkel's offerings

Bath and shower in the US offers the brightest growth prospects for Henkel

Key findings

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

Appendix

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

Overview of Voice of the Consumer: Beauty Survey

Overview of Beauty Survey: Product and brand coverage

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