



# Unilever in Beauty and Personal Care

October 2024

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## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

Unilever retains position as the number three manufacturer globally

Unilever maintains a strong presence across all regions

Unilever's diverse portfolio delivers strong growth across key categories

Market momentum remains key growth driver for Unilever's BPC business

## EXPOSURE TO FUTURE GROWTH

Emerging markets projected to drive future growth for Unilever

Unilever Prestige remains key to Unilever's future growth opportunities

Potential restructuring of Unilever Prestige amid weaker growth in H1 2024

Unilever Ventures sees a spate of investment in 2024 across emerging spaces

## COMPETITIVE POSITIONING

L'Oréal Groupe increases its value share as Procter & Gamble and Unilever lose ground

Unilever is the leading company across a range of categories and regions

Dove improves competitive position to become leading US brand

## COMPANY STRATEGY

Unilever introduces Growth Action Plan to encourage rapid growth

Focus on "Power Brands" indicates BPC market key for Unilever's future growth

Dove already reaping the "Power Brand" benefits following innovative launch

Unilever scales back sustainability commitments amid shareholder pressure

## DEODORANTS

Unilever maintains clear deodorant leadership thanks to strong portfolio of brands

Deodorant sprays remain most popular format but sticks gaining modest share

Premiumisation evident across regions, presenting value opportunities for Unilever

Prevalence of 72-hour protection deodorants growing following Unilever's rolled out

## HAIR CARE

Hair care remains Unilever's largest category following strong upturns across regions

Shampoos account for bulk of Unilever's hair care portfolio

Hair care innovations caters to most desirable product features among consumers

## SUN CARE AND SKIN CARE

Unilever presence in sun care limited but growing demand presents future opportunities

Sun care outperforms skin care across Unilever's key Asia Pacific markets

Unilever looks to leverage its strong skin care portfolio to break sun care barriers

Expansion of long-standing brands directly into the sun care category

## KEY FINDINGS

Key findings

## APPENDIX

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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