



# L'Oreal Groupe in Beauty and Personal Care

December 2024

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Scope

## INTRODUCTION

L'Oréal maintains its position as beauty and personal care market leader

## STATE OF PLAY

L'Oréal Groupe remains the global leader in beauty and personal care

## STATE OF PLAY

North America, Asia Pacific and Western Europe remain the most significant regions for L'Oréal

Growth accelerates in the US, boosted by strong growth in colour cosmetics and skin care

L'Oréal growth comes from breadth and strength of portfolio

Price increases across portfolio driven by premiumisation strategy

L'Oréal confirms “universalisation” as key to its growth strategy

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

## STATE OF PLAY

Marketplaces become a more important channel for L'Oréal brands particularly in APAC

L'Oréal Paris is at the forefront of L'Oreal's digital strategy

L'Oréal remains committed to its sustainability aims ahead of the industry

Beauty devices provide an opportunity for development in premium categories

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

## COMPETITIVE POSITIONING

Beauty categories provide more growth opportunities than personal care

L'Oréal maintains lead ahead of Estée Lauder through strong APAC performance

L'Oréal defies industry growth in China through dermatological brands

Mass brands' marketing campaigns resonate with Gen Z consumers

L'Oréal Groupe expands its skin care capabilities in Latin America, the Middle East and Africa

Facial care continues to dominate skin care, while body care gains momentum

Skin care brands focus on diagnostics through technology

L'Oréal Groupe is expanding its hair care offering outside the professional space

## HAIR CARE

New product development boosts colourants and conditioners and treatments

Curly hair products are an area for opportunity as demand grows

Colour cosmetics continue to perform well with the popularity of “hero” products

Merging of categories continues as new formats gain popularity

Gradual price increases across brands and products contribute to growth of colour cosmetics

L'Oréal maintains its position as beauty and personal care market leader

## APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

## About Euromonitor International

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