



# L'Oréal Groupe in Beauty and Personal Care

September 2023

Table of Contents

## INTRODUCTION

Scope

Key findings

## STATE OF PLAY

L'Oréal maintains its global lead in 2022

L'Oréal Groupe remains strong in North America, Asia Pacific and Western Europe

US and China remain L'Oréal Groupe's largest markets in 2022

L'Oréal's sales are mainly driven by market share growth

L'Oréal acquires Aesop, continuing premiumisation strategy

Plant-based ingredient formulation will be a key room for innovation by L'Oréal Groupe

L'Oréal Groupe's moves in environmental sustainability promote ethical sourcing

Consumer perceptions of top L'Oréal Groupe brands

## EXPOSURE TO FUTURE GROWTH

L'Oréal Groupe uncovers "ultra- personalisation " strategy through its technology innovations

L'Oréal Groupe sets its eyes on the gaming industry with its expansion into the metaverse

L'Oréal focuses on hyper-premiumisation and specialisation in high-spend markets

L'Oréal Groupe resists price declines through the coupling of product value and efficacy

L'Oréal Groupe focuses on premiumisation and specialisation, especially in Asia and China

## COMPETITIVE POSITIONING

L'Oréal Groupe gains market share in 2022 as colour cosmetics and fragrances rebound

L'Oréal Groupe consistently holds its position as number one in beauty and personal care

Estée Lauder remains L'Oréal Groupe's biggest competitor

L'Oréal Groupe maintains leadership globally in skin care, colour cosmetics and hair care

CeraVe's expansion further drives L'Oréal Groupe's global leadership

## SKIN CARE

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

L'Oréal Groupe's dermocosmetics brands contribute heavily to its strong performance in skin care

China to offer L'Oréal Groupe the best skin care opportunities

L'Oréal Groupe expands its capabilities in skin science through research and rebranding efforts

## COLOUR COSMETICS

L'Oréal Groupe benefits from the colour cosmetics renaissance post-pandemic

Asia Pacific sees strong growth in lip products, while Western markets are driven by eye make-up

US and China provide the largest opportunities for growth in colour cosmetics

L'Oréal Groupe's e-commerce lead and digital strategies an advantage in softening US market

## FRAGRANCES

L'Oréal dominates fragrances globally, having benefited from post-COVID-19 rebound

Premiumisation is prolific in fragrances category

The fragrances boom shows the most longevity in China and the US

## HAIR CARE

L'Oréal Groupe gains extensive value share in hair care, especially in emerging markets

While L'Oréal Groupe grows in salon professional hair care, colourants makes steady recovery

L'Oréal Groupe faces increasing competition from indie brands in its core markets

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

Overview of Beauty Survey: Product and brand coverage

Overview of Beauty Survey

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