

# Natura&Co in Beauty and Personal Care

November 2024

Table of Contents

# INTRODUCTION

Scope Executive summary

### STATE OF PLAY

Top companies at a glance Natura&Co's global footprint Natura&Co's share and brand coverage in global beauty and personal care market Company overview Natura&Co's growth is supported by its core brands, but 2024 difficulty brings challenges

# EXPOSURE TO FUTURE GROWTH

Brazil is expected to remain the largest source of Natura&Co's sales in 2025 Mixed performance outlook: How Natura&Co's portfolio strategy drives market adaptation Avon's 2024 bankruptcy brings challenges and digital growth potential for Natura&Co Enhancing customer engagement through omnichannel strategy

#### COMPETITIVE POSITIONING

Top 10 beauty leaders: Natura&Co's strategic position heading into competitive 2025 market Natura&Co overlaps most with leading global brands of L'Oréal Groupe and Unilever Group Natura&Co maintains its key positions, but softness expected after Avon announcement Natura&Co centres around its two primary brands: Natura and Avon Natura's SKU prices show much variability in Argentina, where economic challenges persist Voice of the Consumer: Beauty Survey – Brand and Product Loyalty Natura&Co leads its positioning by prioritising sustainability and social responsibility upfront Sustainability extends to packaging solutions and waste minimisation

#### FRAGRANCES

Strong growth in Latin America amid challenges in Europe, which are likely to persist in 2025 Women's mass fragrances is the main category across countries Natura&Co's fragrances growth is through innovation and cultural connection Avon's Leaping Bunny certification boosts the company's sustainably-minded ethos

#### SKIN CARE

Latin America makes up substantial share of skin care sales Body care and facial care dominate across all markets, which is likely to continue in 2025 Consumer perception of Natura&Co's top brands in skin care face intense competition Skin care innovation at Natura&Co incorporates ingredients known for efficacy Latin America leads skin care growth while Asia Pacific and Europe offer opportunities

#### **KEY FINDINGS**

Key summary

#### APPENDIX

Projected company sales: FAQs Projected company sales: FAQs Overview of Voice of the Consumer: Beauty Survey

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/naturaandco-in-beauty-and-personal-care/report.