

Elizabeth Arden, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/EC3A001913FBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: EC3A001913FBEN

Abstracts

Elizabeth Arden, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Elizabeth Arden, Inc. and its competitors. This provides our Clients with a clear understanding of Elizabeth Arden, Inc. position in the [Consumer Products](#) Industry.

The report contains detailed information about Elizabeth Arden, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Elizabeth Arden, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Elizabeth Arden, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Elizabeth Arden, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Elizabeth Arden, Inc. business.

About Elizabeth Arden, Inc.

Elizabeth Arden, Inc., a beauty products company, offers a portfolio of fragrance, skin care, and cosmetics brands.

Segments

As of June 30, 2010, the company's operations were organized into the following segments: North America Fragrance; International; and Other.

North America Fragrance: The North America Fragrance segment sells its portfolio of owned, licensed, and distributed fragrances to department stores, mass retailers, and distributors in the United States, Canada, and Puerto Rico. This segment also sells its Elizabeth Arden products in prestige department stores in Canada and Puerto Rico, and to other selected retailers. This segment also includes its direct to consumer business, which comprises its Elizabeth Arden branded retail stores and global e-commerce business.

International: The International segment sells its portfolio of owned and licensed brands, including its Elizabeth Arden branded products, in approximately 100 countries outside of North America through perfumeries, boutiques, department stores, and travel retail

outlets worldwide.

Other: The Other reportable segment sells its Elizabeth Arden products in prestige department stores in the United States and through the Red Door beauty salons, which are owned and operated by an unrelated third party that licenses the Elizabeth Arden and Red Door trademarks from the company for use in its salons.

Products

Fragrance: The company offers various fragrance products for both men and women, including perfume, colognes, eau de toilettes, eau de parfums, body sprays, and gift sets. Its fragrances are classified into the Elizabeth Arden branded fragrances, celebrity branded fragrances, designer branded fragrances, and lifestyle fragrances. The Elizabeth Arden fragrances include Red Door, Elizabeth Arden 5th Avenue, Elizabeth Arden green tea, and Pretty Elizabeth Arden. The celebrity fragrances include fragrance brands of Britney Spears, Elizabeth Taylor, Mariah Carey, and Usher. Its lifestyle fragrances include Curve, Giorgio Beverly Hills, PS Fine Cologne, and White Shoulders. The company's designer fragrances include Juicy Couture, Kate Spade New York, John Varvatos, Rocawear, Alberta Ferretti, Halston, Geoffrey Beene, Badgley Mischka, Alfred Sung, Bob Mackie, and Lucky. Each fragrance is sold in various sizes and packaging assortments. In addition, the company sells bath and body products that are based on the particular fragrance to complement the fragrance lines, such as soaps, deodorants, body lotions, gels, creams and dusting powders. It sells fragrance products worldwide, primarily to department stores, mass retailers, perfumeries, boutiques, distributors, and travel retail outlets.

Skin Care: The company's skin care lines are sold under the Elizabeth Arden name and include products, such as moisturizers, creams, lotions and cleansers. Its core Elizabeth Arden branded products include Ceramide, PREVAGE, Eight Hour Cream, and Intervene. The company's Ceramide skin care line targets women who are 40 and over. PREVAGE is its cosmeceutical skin care line. Its Eight Hour Cream franchise has an international following. The company sells skin care products worldwide, primarily in prestige department and specialty stores, perfumeries, and travel retail outlets.

Cosmetics: The company offers various cosmetics under the Elizabeth Arden name, including foundations, lipsticks, mascaras, eye shadows, and powders. The company offers these products in an array of shades and colors. The major component of its cosmetics business is foundations, which the company markets in conjunction with its Ceramide and Intervene skin care products. The company sells its cosmetics

internationally and in the United States, primarily in prestige department and specialty stores, perfumeries and travel retail outlets.

In addition to its owned and licensed fragrance brands, the company distributes approximately 300 additional prestige fragrance brands, primarily in the United States, through distribution agreements and other purchasing arrangements.

Sales and Marketing

The company sells its prestige beauty products to retailers and other outlets in the United States and internationally, including the U.S. department stores, such as Macy's, Dillard's, Belk, Saks, Bloomingdales, and Nordstrom; the U.S. mass retailers, such as Wal-Mart, Target, Kohl's, Sears, Walgreens, CVS, and Marmaxx; and international retailers, such as Boots, Debenhams, Ulta, Sephora, Marionnaud, Hudson's Bay, Shoppers Drug Mart, Myer, Douglas, and various travel retail outlets, such as Nuance, Heinemann and World Duty Free. The company also sells products to independent fragrance, cosmetic, gift and other stores. Its major customer is Wal-Mart (including Sam's Club).

History

Elizabeth Arden, Inc. was founded in 1960.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. ELIZABETH ARDEN, INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. ELIZABETH ARDEN, INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. ELIZABETH ARDEN, INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. ELIZABETH ARDEN, INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. ELIZABETH ARDEN, INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Elizabeth Arden, Inc. Direct Competitors
- 5.2. Comparison of Elizabeth Arden, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Elizabeth Arden, Inc. and Direct Competitors Stock Charts
- 5.4. Elizabeth Arden, Inc. Industry Analysis
 - 5.4.1. Consumer Products Industry Snapshot
 - 5.4.2. Elizabeth Arden, Inc. Industry Position Analysis

6. ELIZABETH ARDEN, INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. ELIZABETH ARDEN, INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. ELIZABETH ARDEN, INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. ELIZABETH ARDEN, INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. ELIZABETH ARDEN, INC. PORTER FIVE FORCES ANALYSIS²

12. ELIZABETH ARDEN, INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Elizabeth Arden, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Elizabeth Arden, Inc. 1-year Stock Charts
Elizabeth Arden, Inc. 5-year Stock Charts
Elizabeth Arden, Inc. vs. Main Indexes 1-year Stock Chart
Elizabeth Arden, Inc. vs. Direct Competitors 1-year Stock Charts
Elizabeth Arden, Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

Elizabeth Arden, Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Elizabeth Arden, Inc. Key Executives
Elizabeth Arden, Inc. Major Shareholders
Elizabeth Arden, Inc. History
Elizabeth Arden, Inc. Products
Revenues by Segment
Revenues by Region
Elizabeth Arden, Inc. Offices and Representations
Elizabeth Arden, Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Elizabeth Arden, Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Elizabeth Arden, Inc. Capital Market Snapshot
Elizabeth Arden, Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Consumer Products Industry Statistics

Elizabeth Arden, Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Elizabeth Arden, Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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