

Estée Lauder Cos Inc in Beauty and Personal Care (USA)

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Abstracts

Estée Lauder is unique in being the only leading company in the US beauty and personal care market to focus exclusively on premium products, rather than mass or masstige brands. As premiumisation takes hold of the industry, this focus is being rewarded with increased sales and higher market share. The company's position among the leading players in the industry is also due to its recent acquisitions of numerous niche beauty and personal care brands as it has sought to capitalise on rising consum...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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