

L'Oréal Groupe in Beauty and Personal Care(World)

<https://marketpublishers.com/r/L6AEEDB6749EN.html>

Date: October 2020

Pages: 49

Price: US\$ 572.00 (Single User License)

ID: L6AEEDB6749EN

Abstracts

As the global leader in beauty and personal care, L'Oréal benefits from its diversified portfolio across various age, income and pricing tiers. While the company's dermocosmetics division continues to climb, its mass and luxury brands face fierce rivalry from dynamic niche brands. Coronavirus will bring further challenges, mainly for L'Oréal's premium portfolio in Europe and North America, whereby continued investments in sustainability and digitalisation will be crucial to offsetting losses.

Euromonitor International's L'Oréal Groupe in Beauty and Personal Care(World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope of the Report
Introduction
State of Play
Exposure to Future Growth
Competitive Positioning
Colour Cosmetics
Skin Care
Hair Care
Other Categories
Key Findings
Appendix

I would like to order

Product name: L'Oréal Groupe in Beauty and Personal Care(World)

Product link: <https://marketpublishers.com/r/L6AEEDB6749EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L6AEEDB6749EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970