

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

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## 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

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