

# The Procter & Gamble Company (USA): Market Research Report

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## Abstracts

This report presents quick facts about The Procter & Gamble Company, which is principally involved in Beauty Products, Grooming Products, Health Care, Fabric Care and Home Care, and Baby Care and Family Care Products Businesses. Illustrated with 405 tables, the report showcases the company's recent news stories and events, sales performance, key markets and market position as against its competitors operating in the industry.

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**Table 157.** Market Shares of Leading Mass Colour Cosmetics Products Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Avon Products, Inc., Chanel S. A., cosnova GmbH, Coty, Inc., Faberlic, L'Oreal S. A., Mary Kay, Inc., Oriflame Cosmetics S. A., Procter & Gamble Co., and Others

**Table 158.** Market Shares of Leading Mass Colour Cosmetics Products Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Avon Products, Inc., Colgate-Palmolive Company, Coty, Inc., L'Oreal S. A., Markwins International Corporation, Mary Kay Inc., Procter & Gamble Co., Physicians Formula Holdings, Inc., Revlon Inc., and Others

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**Table 162.** Market Shares of Leading Premium Colour Cosmetics Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for ArtDeco, Chanel S. A., Clarins Group, Estee Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Shiseido Co., Ltd., Others\*(Includes Elizabeth Arden Inc. and Kao Corporation)

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Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Puig, Shiseido Co., Ltd. and Others\*(Includes MICYS Company SpA, Cosmetica, Coty, Inc. )

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Deodorants

**Table 168.** Market Shares of Leading Deodorant Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Chanel S. A., Colgate-Palmolive Company, Coty, Inc., Henkel AG & Company, L'Oreal Group, Procter & Gamble Co. (P&G), Unilever N. V. and Others

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**Table 170.** Market Shares of Leading Deodorant Manufacturers by Value Sales in Australasia (2014) - Percentage Breakdown for Unilever N. V., and Others

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**Table 172.** Market Shares of Leading Deodorant Manufacturers in India (2014) - Percentage Share Breakdown by Value Sales for CavinKare, Hindustan Unilever, Ltd., Marico, Mcnroe Chemicals Private, Ltd., TTK Healthcare, Ltd., and Others

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**Table 177.** Market Shares of Leading Deodorant Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Bolton and Company, Colgate-Palmolive Company, Coty, Inc., Henkel AG & Company, L'Oreal Group, Procter & Gamble Co. (P&G), Unilever N. V. and Others

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**Table 183.** Market Shares of Leading Men's Deodorant Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Unilever N. V., and Others

**Table 184.** Market Shares of Leading Men's Deodorant Manufacturers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Unilever N. V, and Others

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**Table 190.** Market Shares of Leading Facial Care Product Manufacturers by Value Sales in Asia Pacific (2014) - Percentage Breakdown for Amore pacific Corporation, Amway Corporation, Kao Corporation, Kose Corporation, LG Household & Health Care Ltd., L'Oreal Group, Procter & Gamble Co. (PG), Shiseido Co., Ltd., Unilever N. V. and Others

**Table 191.** Market Shares of Leading Facial Care Product Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Amway Corporation, Avon



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**Table 192.** Market Shares of Leading Facial Care Product Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Avon Products, Inc., Clarins Group, Colgate-Palmolive Company, Estee Lauder Companies, Inc., Guthy-Renker, L'Oreal Group, Mary Kay, Inc., Procter & Gamble Co. (P&G), Shiseido Co., Ltd., and Others

**Table 193.** Market Shares of Leading Facial Care Product Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Beiersdorf AG, Clarins Group, Colgate-Palmolive Company, Estee Lauder Companies, Inc., Henkel AG & Company, L'Oreal Group, Pierre Fabre Pharmaceuticals Inc., Procter & Gamble Co. (P&G), Yves Rocher and Others

## Fragrances

**Table 194.** Market Shares of Leading Fragrance Products Manufactures in the US (2014) - Percentage Breakdown by Value for Avon Products, Inc., Chanel S. A., Coty, Inc., Elizabeth Arden, Inc., Estee Lauder Cos, Inc., L Brands, Inc., L'Oreal Group, LVMH Moet Hennessy Louis Vuitton S. A., Procter & Gamble Co, Shiseido Co., Ltd. and Others

**Table 195.** Market Shares of Leading Fragrance Products Manufactures in Western Europe (2014) - Percentage Share Breakdown by Value for Avon Products, Inc., Chanel S. A., Clarins SA, Coty, Inc., Estee Lauder Cos, Inc., L'Oreal Group, LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co, Puig Beauty & Fashion Group S. L., Shiseido Co., Ltd. and Others

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Louis Vuitton S. A., Natura Cosmeticos S. A, O Boticario, Procter & Gamble Company, Puig Beauty & Fashion Group SL, Suissa, and Others

**Table 198.** Market Shares of Leading Fragrances Producers by Value Sales in Asia-Pacific (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 199.** Market Shares of Leading Fragrances Producers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 200.** Market Shares of Leading Fragrances Producers by Value Sales in Latin America (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 201.** Market Shares of Leading Fragrances Producers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

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**Table 203.** Market Shares of Leading Flavors & Fragrances Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Firmenich International SA, Frutarom Industries Ltd., Givaudan S. A., Hasegawa Corporation, Huabao International Holdings Ltd., International Flavors & Fragrances, Inc. (IFF), Mane SA, Robertet Group, Sensient Technologies Corporation, Symrise AG, Takasago International Corporation, Wild Flavors, Inc., and Others

## Premium Fragrances

**Table 204.** Market Shares of Leading Premium Fragrances Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Chanel S. A., Clarins Group, Coty, Inc., Estee Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co., Puig, Shiseido Co., Ltd., and Others

**Table 205.** Market Shares of Leading Premium Fragrances Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for and Chanel S. A., Coty, Inc., Elizabeth Arden Inc., Estee Lauder Companies, Inc., Inter Parfums, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co., Puig, and Others

**Table 206.** Market Shares of Leading Premium Fragrances Manufacturers by Value

Sales in Asia-Pacific (2014) - Percentage Breakdown Chanel S. A., Coty, Inc., Elizabeth Arden Inc., Estee Lauder Companies, Inc., L'Occitane en Provence, L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co., Shiseido Co., Ltd. and Others

**Table 207.** Market Shares of Leading Premium Fragrances Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Chanel S. A., Clarins Group, Coty, Inc., Elizabeth Arden Inc., Estee Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co., Som Fragrances Pvt., Ltd., and Others

**Table 208.** Market Shares of Leading Premium Fragrances Manufacturers by Value Sales in Latin America (2014) - Percentage Breakdown Chanel S. A., Clarins Group, Coty, Inc., Estee Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Procter & Gamble Co., Puig, Shiseido Co., Ltd., and Others

#### Hair Care Products

**Table 209.** Market Shares of Leading Hair Care Products Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Henkel AG & Company, Kao Corporation, L'Oreal Group, Procter & Gamble Co., Shiseido Co., Ltd., Unilever Plc and Others

**Table 210.** Market Shares of Leading Hair Care Product Manufacturers by Value Sales in Indonesia (2014) - Percentage Breakdown for Lion Corporation, L'Oreal Group, Mandom Corporation, Procter & Gamble Co., Unilever Group, and Others

**Table 211.** Market Shares of Leading Hair Care Product Manufacturers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 212.** Market Shares of Leading Hair Care Product Manufacturers by Value Sales in Australasia (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 213.** Market Shares of Leading Hair Care Products Manufacturers in South Africa (2014) - Percentage Breakdown by Value Sales for Unilever South Africa Holdings (Pty) Ltd. And Others

#### Mass Hair Care Products

**Table 214.** Market Shares of Leading Mass Hair Care Products Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Henkel AG & Company, KGaA, L'Oreal S. A., Oriflame Cosmetics S. A., Procter & Gamble Co., Unikosmetik, Unilever Plc and Others

**Table 215.** Market Shares of Leading Mass Hair Care Products Manufacturers by Value Sales in Latin America (2014) - Percentage Breakdown for Avon Products, Inc., Chanel S. A., Colgate-Palmolive Company, Hypermarcas SA, L'Oreal S. A., Niely Group, Phitoteraphia Biofitogenia Laboratorial Biota Ltda., Procter & Gamble Co., Unilever Plc, and Others

**Table 216.** Market Shares of Leading Mass Hair Care Products Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Colgate-Palmolive Company, Combe Incorporated, High Ridge, Kao Corporation, L'Oreal S. A., Procter & Gamble Co., Revlon Incorporated, Unilever Plc, Vogue, and Others

**Table 217.** Market Shares of Leading Hair Care Products Manufacturers by Value Sales in Asia-Pacific (2014) - Percentage Breakdown for Beiersdorf AG, Henkel AG & Company, KGaA, Hoyu Co., Ltd., Kao Corporation, L'Oreal S. A., Mandom Corporation, Procter & Gamble Co., Shiseido Co., Ltd., Unilever Plc, and Others

**Table 218.** Market Shares of Leading Mass Hair Care Products Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Beiersdorf AG, Colgate-Palmolive Company, Henkel AG & Company, KGaA, L'Oreal S. A., Procter & Gamble Co., Unilever Plc, and Others (includes Kao corporation, Colgate-Palmolive Company, HighRidge)

## Nail Care Products

**Table 219.** Market Shares of Leading Nail Care Products Manufacturers by Value Sales Global (2014) - Percentage Breakdown for AVON Beauty Products India Pvt Ltd, Cosnova GmbH, Coty, Inc., Hypermarcas S. A., L'Oreal S. A. and Revlon, Inc.

**Table 220.** Market Shares of Leading Nail Color Manufacturers Sales through Food, Drug and Mass Merchandise Stores in the US (2014) - Percentage Share Breakdown by Value for Beauty 21 Cosmetics, Inc., Coty, Inc., Markwins Beauty Products, Inc., OPI

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Skin Care Products

**Table 221.** Market Shares of Leading Skin and Body Care Product Manufacturers Worldwide (2014) - Percentage Breakdown by Retail Value Sales for Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Estee Lauder Companies, Inc., Johnson & Johnson, Kao Corporation, L'Oreal Group, Procter & Gamble Co., Shiseido Company, Limited, Unilever Plc, and Others

**Table 222.** Market Shares of Leading Skin Care Products Manufacturers by Value Sales in Japan (2014) - Percentage Breakdown for Amway Corporation, DHC Corporation, Fancl Corporation, Guthy-Renker, Kao Corporation, Kose Corporation, Nippon Menard (M) Sdn Bhd, Pola Orbis Holdings, Inc., Procter & Gamble Co. (P&G), Saishunkan Co., Ltd, Shiseido Co., Ltd., Yuka Co., Inc. and Others

**Table 223.** Market Shares of Leading Skin Care Product Manufacturers by Value Sales in China (2014) - Percentage Breakdown for Amway, Estee Lauder Companies, Inc., Jala Group, L'Oreal Group, Mary Kay, Inc., Procter & Gamble Co., Shiseido Co., Ltd., and Others

**Table 224.** Market Shares of Leading Skin Care Product Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Estee Lauder Companies, Inc., Johnson & Johnson, Kao Corporation, KOSE Corporation, L'Oreal Group, Procter & Gamble Company, Shiseido Company, Limited, Unilever N. V., and Others

**Table 225.** Market Shares of Leading Skin Care Products Producers by Value Sales in Western Europe (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 226.** Market Shares of Leading Skin Care Products Producers by Value Sales in North America (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 227.** Market Shares of Leading Skin Care Products Producers by Value Sales in Latin America (2014) - Percentage Breakdown for L'Oreal S. A. and Others

**Table 228.** Market Shares of Leading Skin Care Products Producers by Value Sales in

Eastern Europe (2014) - Percentage Breakdown for L'Oreal S. A. and Others

**Table 229.** Market Shares of Leading Skin Care Products Producers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 230.** Market Shares of Leading Skin Care Products Producers by Value Sales in Asia-Pacific (2014) - Percentage Breakdown for Coty, Inc., L'Oreal S. A. and Others

**Table 231.** Market Shares of Leading Skin Care Product Manufacturers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 232.** Market Shares of Leading Skin Care Product Manufacturers by Value Sales in Australasia (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 233.** Market Shares of Leading Skin Care Products Manufacturers in South Africa (2014) - Percentage Breakdown by Value Sales for Unilever South Africa Holdings (Pty) Ltd. And Others

Mass Skin Care Products

**Table 234.** Market Shares of Leading Mass Skin Care Products Manufacturers by Value Sales in Asia Pacific (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Daigaku Honyaku Center Corporation, Kao Corporation, L'Oreal S. A., MaryKay Inc., Procter & Gamble Co., Amorepacific Corporation, Avon Products, Inc., Kao Corporation, KOSE Corporation, LG Corporation, L'Oreal S. A., Procter & Gamble Co., Revlon Inc. Shiseido Co., Ltd., Unilever Plc, and Others

**Table 235.** Market Shares of Leading Mass Skin Care Products Manufacturers by Value Sales in Latin America (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Belcorp, Boticca, Chanel S. A., Colgate-Palmolive Company, Hypermarcas SA, L'Oreal S. A., Unilever Plc, and Others

**Table 236.** Market Shares of Leading Mass Skin Care Products Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Alliance Boots GmbH, Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Henkel AG & Company, KGaA, L'Oreal S. A., Procter & Gamble Co., Unilever Plc, YvesRocher and Others

**Table 237.** Market Shares of Leading Mass Skin Care Products Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Avon Products, Inc., Beiersdorf AG, Colgate-Palmolive Company, Guthy-Renker, LLC, Kao Corporation, L'Oreal S. A., Mary Kay Inc., Procter & Gamble Co., Unilever Plc, and Others

**Table 238.** Market Shares of Leading Mass Skin Care Products Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Amway, Avon Products, Inc., Beiersdorf AG, Faberlic, L'Oreal S. A., Mary Kay, Inc., Oriflame Cosmetics S. A., Unilever Plc, YvesRocher, and Others

**Table 239.** Market Shares of Leading Mass Skin Care Product Manufacturers by Value Sales in Indonesia (2014) - Percentage Breakdown for L'Oreal Group, Procter & Gamble Co., Unilever Group, and Others

#### Men's Skin Care Products

**Table 240.** Market Shares of Leading Men's Skin Care Products Manufacturers by Value Sales in Asia Pacific (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 241.** Market Shares of Leading Men's Skin Care Products Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 242.** Market Shares of Leading Men's Skin Care Products Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 243.** Market Shares of Leading Men's Skin Care Products Manufacturers by Value Sales in Middle East and Africa (2014) - Percentage Breakdown for Unilever N. V, and Others

**Table 244.** Market Shares of Leading Men's Skin Care Products Manufacturers by Value Sales in Australasia (2014) - Percentage Breakdown for Unilever N. V, and Others

#### Premium Skin Care

**Table 245.** Market Shares of Leading Premium Skin Care Products Manufacturers by Value Sales in Western Europe (2014) - Percentage Breakdown for Beiersdorf AG, Clarins Group, Colgate-Palmolive Company, Elizabeth Arden Inc., Estee Lauder Companies, Inc., L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Pierre Fabre Group, Shiseido Co., Ltd., and Others

**Table 246.** Market Shares of Leading Premium Skin Care Products Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Ales Groupe, Clarins Group, Colgate-Palmolive Company, Estee Lauder Companies, Inc., L'Occitane en Provence, L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Pierre Fabre Group, Shiseido Co., Ltd., and Others

**Table 247.** Market Shares of Leading Premium Skin Care Products Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for and Amway, Chanel S. A., Clarins Group, Coty, Inc., Estee Lauder Companies, Inc., Klein-Becker USA,LLC, L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Shiseido Co., Ltd., and Others

**Table 248.** Market Shares of Leading Premium Skin Care Products Manufacturers by Value Sales in Asia-Pacific (2014) - Percentage Breakdown for Amorepacific Corporation, Amway, Estee Lauder Companies, Inc., Kao Corporation, KOSE Corporation, LG Corporation, L'Oreal S. A., Procter & Gamble Co., Shiseido Co., Ltd., and Others

**Table 249.** Market Shares of Leading Premium Skin Care Products Manufacturers by Value Sales in Latin America (2014) - Percentage Breakdown for Beiersdorf AG, Clarins Group, Colgate-Palmolive Company, Estee Lauder Companies, Inc.,L'Occitane en Provence, L'Oreal S. A., LVMH Moet Hennessy Louis Vuitton SA, Pierre Fabre Group, and Others

#### Prestige Skin Care Products

**Table 250.** Market for Prestige Facial Skin Care Products by Variant Type Global (2014) - Percentage Market Share Breakdown by Value Sales for Acne, Anti-Aging, Cleansers, Face Masks, Lip, Moisturizers and Toners

**Table 251.** Market for Prestige Skin Care Products by Segment Global (2014) - Percentage Market Share Breakdown by Value Sales for Body, Facial and Hand



## Sun Care Products

**Table 252.** Market Shares of Leading Sun Care Products Manufacturers by Value Sales in Eastern Europe (2014) - Percentage Breakdown for Ales Groupe, Avon Products, Inc., Beiersdorf AG, Dax Cosmetics Ltd., Kolastyna S A, L'Oreal Group, Mary Kay, Inc., Oriflame Cosmetics S. A., Yves Rocher and Others

**Table 253.** Market Shares of Leading Sun Care Products Manufacturers by Value Sales in North America (2014) - Percentage Breakdown for Australian Gold, Clarins Group, Colgate-Palmolive Company, Energizer Holdings, Inc., Estee Lauder Companies, Inc., L'Oreal Group, Mary Kay, Inc., Merck & Co., Inc., Sun And Skin Care Research, LLC. And Others

## Allergy Care Products

**Table 254.** Market Shares of Leading Allergy Care Product Companies by Value Sales in the US (2014) - Percentage Breakdown for Johnson & Johnson Inc., Merck & Co Inc., Novartis AG, Pfizer Inc., Prestige Brands Holdings Inc., Sanofi S A, Private Label and Others

## Men's Grooming Products

**Table 255.** Market Shares of Leading Men's Grooming Product Manufacturers by Value Sales Worldwide (2014) - Percentage Breakdown for Procter & Gamble Co. (P&G), and Others

**Table 256.** Market Shares of Leading Men's Grooming Product Manufacturers by Value Sales in Indonesia (2014) - Percentage Breakdown for Mandom Corporation, Procter & Gamble Co., Unilever Group, and Others

## Personal Care Products

**Table 257.** Market Shares of Leading Personal Care Advertising Companies Worldwide (2014) - Percentage Breakdown by Value for Colgate-Palmolive Company, Hypermarcas S. A., L'Oreal Group, Procter & Gamble (P&G) and Unilever Plc.

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## **5D. PET CARE PRODUCTS**

Pet Care Products

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## 5F. PERSONAL HYGIENE PRODUCTS

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**Table 362.** Market Shares of Leading Feminine Care Product Manufacturers by Value Sales in Japan (2014) - Percentage Breakdown for Daio paper Corporation, Kao Corporation, Procter & Gamble Co., and Unicharm Corporation

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**Table 365.** Market Shares of Leading Consumer Tissue Companies in Latin America (2014) - Percentage Breakdown by Value for Compania Manufacture de Papeles y Cartones, Kimberly-Clark Corporation, Kruger Products LP, Manpay Brika, Svenska Cellulosa Aktiebolaget, and Others

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Tissues

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Incontinence Products

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