

# Top Five Global Personal Care Products Manufacturers: Performance, Strategies, and Competitive Analysis, December 2012

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## Abstracts

The global personal care products industry experienced good growth over the last five years and is expected to reach approximately \$630 billion in 2017 with a CAGR of 4.1% over the next five years. Increasing demand in Asia Pacific (APAC) and Europe due to improving living standards in developing countries drove the global industry growth.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global personal care products companies and presents its findings in “Top Five Global Personal Care Products Manufacturers: Performance, Strategies, and Competitive Analysis.” The report provides detailed insight into the performance of the top five personal care products companies across the world. The analysis highlights the companies that perform the best among the group, and therefore illustrates leading performance standards. The strengths and weaknesses of all the top five companies are covered in the report.

The personal care products industry is fragmented, as large numbers of players attempt to differentiate their products. Rising population, increase in household disposable income, and changing spending habits in recent years are the main reasons for the increased demand in the industry. Europe and APAC were the largest markets of this industry in 2011. In this study, Lucintel profiles the following five companies with detailed competitive assessments:

Johnson & Johnson

Kimberly-Clark Corporation

L'Oreal S.A.

The Procter & Gamble Company

Unilever PLC

As per the Lucintel study, North America witnessed the highest growth during last five years, which was mainly driven by economic recovery, increased domestic demand, and greater demand for high-quality premium cosmetics.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global personal care products manufacturers industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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