

Perfume and Cosmetics Groups - World

Market Analysis – 2016-2021 Trends – Corporate Strategies

Publication date: June 2016

Exclusive extracts from this 215-page-long report:

- **What is the business?**

The global cosmetic and perfume market is a multi-faceted sector, encompassing a wide range of products aimed to beautify the face and body such as facial make-up, skincare, personal care products and fragrances. It is a dynamic, supply-driven market, particularly spurred by constant innovation. Skincare is the main pillar and powerhouse of the industry, generating over one-third of sales and promising the highest grow rates, as well as strong profit margins. [...]

- **Who are the key players?**

There are four main types of players in the cosmetic and perfume industry:

- Major specialist players such as L'Oréal, which is in a league of its own. It is the only specialist player to generate over 10 bn euros per year in cosmetic and perfume sales;
- Major diversified players such as Unilever, P&G and Johnson & Johnson who generate over 10 bn euros per year from the cosmetic and perfume industry but these earnings make up less than 50% of their revenue; [...]

Companies analysed in the report include: **PROCTER & GAMBLE, JOHNSON & JOHNSON, UNILEVER, LVMH, L'OREAL, KAO, ESTEE LAUDER, AVON, BEIERSDORF, SHISEIDO, COTY, NATURA, YVES ROCHER, PUIG and AMOREPACIFIC**

- **How intense is competition?**

Rivalry between cosmetic and perfume operators is generally global and intense. So as to keep up with changing customer preferences, to maintain their loyalty and to further develop the customer base, cosmetics companies must ensure continuous new product launches and product improvements so as to meet fast-changing, increasingly sophisticated customer demands. [...]

- **What are the main markets?**

On both mature and developing markets, niche segments such as men's cosmetics, ethnic colour cosmetics and nail care technology are set to see major growth. Natural or organic product markets are also expected to surge at a rapid pace of around 10% per year in value over the next five years. Skincare, the industry's largest segment, offers good prospects for growth through innovation, particularly driven by increasing interest in multi-feature facial products and cosmeceuticals. Furthermore, an ageing population will push up demand for anti-ageing products. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

Kathryn McFarland
Analyst, Xerfi Global

Return by mail or fax to:

Xerfi, 13-15, rue de Calais 75009 Paris

Fax: + 33 1.42.81.42.14

Tel: + 33 1.53.21.81.51

ORDER FORM

Ref: 6XCHE04 / INTL

Perfume and Cosmetics Groups - World

Market Analysis – 2016-2021 Trends – Corporate Strategies

Please choose how you wish to receive the report (tick the relevant box):

<input type="checkbox"/> Hard copy (mail delivery):	1 600 Ex VAT	1 688,00 Inc VAT (5.5 %)
<input type="checkbox"/> Electronic version (pdf file):	1 600 Ex VAT	1 920,00 Inc VAT (20.0%)
<input type="checkbox"/> Both versions (hard copy and electronic file)	2 000 Ex VAT	2 400,00 Inc VAT (20,0%)

The applicable VAT rate is that of the date of the invoice

*** Please fill out in capital letters:**

Company: _____	Position: _____
Name & First name: _____	
Address: _____	
Post code: _____	City: _____
Phone: _____	Fax: _____
(*) E-Mail : _____	
(*) required field	

Price valid until 31st, May 2016. Invoice upon receipt of the order.
In case of litigation, express competence is granted to the Paris commercial court.

Date, Signature and Stamp:

Method of payment:

- Enclosed cheque
- Upon receipt of the report and the invoice