

Democratising Personalisation in Health and Beauty

July 2021

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Scope

Key findings

2021 growth in beauty and personal care/consumer health expected; personalisation looming

Democratising Personalisation in Health and Beauty

Exploring Personalisation in Health and Beauty

Personalisation in Health and Beauty in-depth

Access to data

Transparency and suitability

Spectrum of solutions

Product and service mix

Democratising Personalisation in Health and Beauty in focus

Companies are meeting the needs of consumers using various strategies

Using algorithms and network effects: Beiersdorf's O.W.N Embedding personalisation within social media: LemonBox

Combining personalisation with traditional practices: Vedix

Differentiating through sustainability: Sanofi's Livvit DIY personalisation with devices: L'Oréal's Perso

Acquisitions to create scale and appeal to mass audiences: Persona and Care/Of

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Key industry takeaways

Challenges to overcome

Become tomorrow's next leader

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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