

# Procter & Gamble Co, The in Beauty and Personal Care

September 2023

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## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

The Procter & Gamble Co ranks second globally in beauty and personal care

Asia Pacific and North America regions contribute largely to sales in 2022

P&G's share and brand coverage in global beauty and personal care market in 2022

US and China still top Procter & Gamble markets; colour cosmetics reports negative performance

Growth led by market momentum, along with efforts to increase market share

## EXPOSURE TO FUTURE GROWTH

Despite declines in China, the country is still the main driver of growth, followed by the US

Top five companies, including Procter & Gamble, expected to maintain their positions

Rising inflation adds pressure on discretionary spend and may continue to erode volumes

## COMPETITIVE POSITIONING

Company share declines to pre-COVID-19 level, while gains in key categories push sales

Key competitors include Unilever and L'Oréal

Leading player in shaving, while maintaining high shares other categories

Well-established core brands maintain their competitive positions

Consumer perceptions of top Procter & Gamble brands

Procter & Gamble claims focus on natural, with notable growth in "antibacterial" claims

Oral care leads Procter & Gamble's online sales; increased focus on e-commerce channel growth

## HAIR CARE

Asia Pacific and North America lead Procter & Gamble's hair care sales

Standard shampoos make up majority of hair care shares in Procter & Gamble's top countries

Procter & Gamble's hair care prospects are high in both developed and emerging economies

Solid shampoos debut in Europe, in line with global trend towards waterless hair care

## MEN'S GROOMING

North America leads Procter & Gamble's men's grooming sales, but opportunities high in Latin America

Procter & Gamble registers strong performance in leading markets as it leans into men's toiletries

Opportunities and challenges co-exist in the future men's grooming market

Growing sophistication in men's grooming routines overlaps with Procter & Gamble's top markets

## ORAL CARE

Middle East and Africa sees high CAGR growth; Asia Pacific sales decline in 2022

High toothpaste sales in US and China, while toothbrushes leads sales in other countries

Growth in power toothbrushes and marketing initiatives to benefit future sales

Procter & Gamble expands power toothbrush offering considering high market potential

Pricing strategy for brands corresponds to the local brand share scenario

Innovation around growing ageing concern of teeth loss

## SKIN CARE

Procter & Gamble's skin care sales impacted by negative SK-II brand performance

Facial care leads skin care sales; new initiatives on body care front

Expansion of prestige portfolio with focus on young consumers to drive future growth

Catering to new consumer trends by combining brand expertise

Price hikes in Olay skin care unlikely to drive down US volumes due to strong brand loyalty

## KEY FINDINGS

Key Findings

## APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

Overview of Beauty Survey: Product and brand coverage

Overview of Beauty Survey

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