

Colgate-Palmolive Co in Beauty and Personal Care

August 2023

Table of Contents

INTRODUCTION

Scope

Key findings

STATE OF PLAY

Colgate-Palmolive Co ranks fifth globally in beauty and personal care in 2022

Latin America and Asia Pacific together account for majority of sales

Oral care continues to drive sales, strong growth in emerging markets

Market momentum along with premiumisation benefits sales growth

Overview of Beauty and Personal Care: Product and brand coverage in 2022

EXPOSURE TO FUTURE GROWTH

Future growth to be driven by oral care in developing countries

Middle East and Africa records highest historic growth

Pricing strategy for brands corresponds to the local brand share scenario

Colgate-Palmolive's key business strategies

Innovative beauty research for life in space

COMPETITIVE POSITIONING

Colgate-Palmolive continues to maintain its market share with sales growth globally

Procter & Gamble and Unilever continue to be Colgate's main competitors

Colgate-Palmolive to hold fifth position with innovation through existing brand portfolio

Colgate-Palmolive leads primarily through toothpaste amongst personal care

Colgate leads with focus on oral health while product portfolio continues to diversify

Consumer perceptions of top Colgate-Palmolive brands

Colgate-Palmolive benefits from online presence across a diversified product portfolio

Innovation led by digital engagements and sustainability to stay relevant with the times

Colgate-Palmolive innovates in products that are relevant with the times

ORAL CARE

Asia remains largest value sales region while Middle East and Africa shows strongest growth

Colgate remains clear leader within oral care across key markets

Despite inflationary impact, growth to be driven by emerging markets

Colgate advancing in teeth whitening through science-led innovation

Top 10 claims within oral care for Colgate-Palmolive focus on long-term oral health goals

BATH AND SHOWER

Recovery from poor performance in 2021; Middle East and Africa records solid growth

India and Brazil recorded highest historic growth

Company takes innovative approach to create growth opportunities

Irish Spring launches innovative marketing campaign to reach young consumers

SKIN CARE

Rapid growth in skin care business led by Filorga brand

Strong growth in Italy; premiumisation trend in Asia Pacific to benefit sales

Growth opportunity within global premium skin care

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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