

# Unilever in Beauty and Personal Care

September 2023

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## SCOPE OF THE REPORT

Scope of the report

## INTRODUCTION

Executive summary

## STATE OF PLAY

Unilever maintains its third rank globally in 2022

Asia Pacific and North America continue to be Unilever's two largest regions

The US and India remain Unilever's largest markets in 2022

Unilever implemented strong price increases in 2022 amid rising costs

Market momentum continues to benefit Unilever, offsetting the loss from market share

Unilever Prestige: Acquisition model driving global business growth

Strong portfolio in beauty and personal care backs Unilever's e-commerce performance

Consumer perceptions of top Unilever brands

## EXPOSURE TO FUTURE GROWTH

Unilever's rank to remain unchanged but shift outside top five beauty players expected

Argentina expected to drive future Unilever growth amid inflationary pressure

Unilever introduces new business structure to drive innovation and profit

Business activity places greater focus on luxury, positivity and inclusivity

## COMPETITIVE POSITIONING

Unilever's share picks up slightly in 2022 after witnessing a drop in 2021

Competitor overlap

Unilever maintains strong share in key categories such as hair care and bath and shower

Dove maintains strong competitive position

Unilever Group has stronger sustainable product offering over competitors

## DEODORANTS

Deodorants continues to witness strong growth and be dominated by Unilever globally

Deodorant sprays continues to remain a popular format in most markets

Sustainable and natural deodorants present a large opportunity for deodorants

## HAIR CARE

Unilever experiences strong hair care growth across several regions

Growth of salon professional brands in 2022 impacts Unilever's hair care performance

Unilever places greater focus on scalp care and hair loss prevention in 2023

## SKIN CARE

Skin care sales led by Asia Pacific due to market size and diverse range of products

Unilever sales led by facial care, with prospects in body care

Facial skin care is a growth area, focusing on availability and affordability in key markets

With strong digital marketing and brand trust, Dove leads Unilever's brand portfolio

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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