

# Johnson & Johnson Inc in Beauty and Personal Care

September 2022

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## STATE OF PLAY

Johnson & Johnson slips below Beiersdorf into seventh place in beauty and personal care

North America and Asia Pacific account for almost two thirds of company sales

US continues to account for more than a third of global sales

Johnson & Johnson could make further forays into the premium beauty space

Consumer health spin-off coincides with similar changes from other big pharma players

## EXPOSURE TO FUTURE GROWTH

Johnson & Johnson well-placed to benefit from dynamic baby care market in China

Johnson & Johnson expected to remain seventh in global BPC

Global stagflation scenario due to war in Ukraine will affect the company's largest markets

Rising inflation rates a growing concern that call for pivots in positioning and marketing

## COMPETITIVE POSITIONING

Little change in Johnson & Johnson's global BPC share in 2018-2021

Procter & Gamble is Johnson & Johnson's biggest competitor in terms of sales overlap

Johnson & Johnson leads mouthwashes and baby and child-specific products

End to talc-based powder will have the greatest impact in Asia Pacific, as Unilever closes in

Neutrogena, Johnson's Baby and Listerine the main revenue generators

Consumer perceptions of top J&J Brands

## SKIN CARE

North America and Asia Pacific dominate Johnson & Johnson's skin care sales

Facial care contributes most skin care sales in the company's biggest markets

Facial care in the US and China will be adding most new sales in global skin care

Johnson & Johnson looks to expand in travel retail with its Dr Ci:Labo brand

New Vivvi & Bloom line taps into premium baby care market

## BABY AND CHILD-SPECIFIC PRODUCTS

Johnson & Johnson continues to lead baby care, albeit with a declining share

Toiletries and skin care the main revenue generators for Johnson & Johnson

Asia Pacific will lead baby care growth for Johnson & Johnson

Cornstarch's replacement of talcum powder could pivot sales, as seen in North America

## ORAL CARE

Listerine continues to power Johnson & Johnson's sales in oral care

Mouthwashes dominates sales in most of the company's leading markets

Johnson & Johnson stops selling its personal care products in Russia

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

Overview of Beauty Survey: Product and brand coverage

Overview of Beauty Survey

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