

# Coty Inc in Beauty and Personal Care

January 2023

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## STATE OF PLAY

Coty Inc ranks eighth globally in beauty and personal care

Western Europe and North America are Coty Inc's top two regions for sales in 2021

Coty's sales in most categories and countries decline over 2018-2021

Cannibalisation and portfolio divestment are the key reasons for the decline

Coty's updated company purpose aims to bring its brand image back to trendy

## EXPOSURE TO FUTURE GROWTH

Coty's future growth to come mainly from US colour cosmetics and fragrances

Coty plans to build a strong skin care portfolio to diversify its offering (1/2)

Coty plans to build a strong skin care portfolio to diversify its offering (2/2)

Diversification of brands and categories offering is the key to maintain global ranking

R&D and digitalisation compose Coty's future innovation strategy

## COMPETITIVE POSITIONING

Quick strategic adjustment and market reviving bring Coty back as eighth largest player

Overlap with key competitors will become greater as Coty develops skin care business

Coty withholds strong foothold across fragrances and colour cosmetics

Coty could look to expand key colour cosmetics brands to new countries

## FRAGRANCES

Coty's top fragrance brands bounce back on track in 2021 after pandemic

The US and China are the most anticipated markets for Coty's fragrances

Coty to become industry pioneer for implementing sustainability in fragrances

## COLOUR COSMETICS

North America remains Coty's biggest colour cosmetics market

Coty aims to expand its brands' influence across different regions

Coty to expand colour cosmetics for the licensed luxury brands

Overview of beauty and personal care: Product and brand coverage, 2021

## KEY FINDINGS

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Projected company sales: FAQs

Projected company sales: FAQs

Overview of Beauty Survey: Product and brand coverage

Overview of Beauty Survey

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