

Jala (Group) Co Ltd in Beauty and Personal Care

February 2023

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STATE OF PLAY

Jala ranks 32nd globally, with a 6% historic CAGR

Jala has a 2% company value share in China as the second largest domestic player

Slight decline in market share alerts Jala to the structural changes in the market

Jala's strong position in store-based channels is under attack from e-commerce growth

EXPOSURE TO FUTURE GROWTH

Digitalisation stimulates the potential of beauty specialist channels

Investment in R&D innovation is critical for Jala's sustainable growth

Jala continuously expands brand portfolio into new categories

COMPETITIVE POSITIONING

Decline of K-beauty giant AmorePacific makes room for Chinese companies to grow

Jala has a strong foothold in mass anti-agers and mass basic moisturisers

Competition becomes greater with big players investing heavily and new brands emerging

SKIN CARE

Jala's three skin care brands underperform the market in 2021

New dermocosmetics brand Biorrier seizes market opportunity

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

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Projected company sales: FAQs

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