

# Natura&Co in Beauty and Personal Care

September 2023

Table of Contents

## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

Top companies at a glance

Latin America remains Natura's largest region for sales in 2022

Fragrances remains the leading category, but regional performance is diverse in 2022

## STATE OF PLAY

Natura&Co's growth from Market Momentum and MnA, despite stable Market Share

From expansion to optimisation: The positive impact of a convergent purpose among brands

For every BRL1 of revenue, Natura generates BRL2.7 of positive socio-environmental impact

Natura&Co inspires public policies for the protection of women in Brazil

Natura was the first publicly traded company to achieve B Corporation certification

Natura&Co innovates in products connecting quality and sustainability

Consumer perceptions of Natura&Co brands

## EXPOSURE TO FUTURE GROWTH

Natura&Co expected to climb in rank, but Aesop sale and The Body Shop cast uncertainty

Euromonitor's latest projections for 2023 predict growth in Latin America for Natura&Co

LATAM remains Natura&Co's primary market, despite the slight decline in share in 2022

The Body Shop's dips in largest markets too big to offset growth in smaller, emerging markets

Natura&Co benefits from online presence across a diversified product portfolio

Operations are optimised through digitisation and financial services offered by &Co Pay

Emotional connection in direct selling converges with digital channels through social selling

## COMPETITIVE POSITIONING

Natura&Co maintains stability in market share after the leap taken in 2020

L'Oréal Groupe remains Natura&Co's biggest competitor

Strong category penetration for Natura&Co in fragrances, skin care and bath and shower

Resilient Latin American presence amid global challenges

Natura&Co reduces operations in Russia and reaffirms its responsibility for human rights

Beauty and personal care remains top industry for direct selling despite channel slowdown

Brazil remains the main direct selling market for beauty and personal care in the world

Enhancing brand trust: Digitisation expands reach while shared values deepen connection

Natura&Co is at the forefront of the process of democratising access to sustainable products

Consumer perceptions, direct selling brands: Ingredients and quality stand out for Natura

## FRAGRANCES

Natura&Co maintains fifth position globally in fragrances and leadership in mass segment

Ingredient-led beauty: Fragrance innovation in sustainability combined with quality

## SKIN CARE

Natura&Co sustains eighth global position in skin care with prominence in body care

## SKINCARE

Expanding wellness frontiers through skin care: Correlation with fragrances

## COLOUR COSMETICS

Natura&Co drops from sixth to 10th in colour cosmetics between 2020 and 2022

Avon ramps up presence on TikTok to reach Generation Z consumers

## KEY FINDINGS

## 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/naturaandco-in-beauty-and-personal-care/report](http://www.euromonitor.com/naturaandco-in-beauty-and-personal-care/report).