



Unilever in Beauty and Personal Care

October 2022

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Scope

Executive summary

STATE OF PLAY

Unilever maintains its third rank globally in 2021

Asia Pacific and North America are Unilever Group's two largest regions

The US and India remain Unilever's largest markets in 2021

Unilever benefits from market momentum, which offsets losses from market share

Consumer perception of Unilever brands

EXPOSURE TO FUTURE GROWTH

India is expected to be the key source of growth for Unilever in forecast period

Unilever's rank likely to remain stable, but shifts expected among top 10 beauty players

Business activity ranges from skin care acquisitions, to incubators and "beauty from within"

COMPETITIVE POSITIONING

Unilever's share drops slightly in 2021 but harnessed the industry's post-COVID recovery

Unilever Group overlaps most with Procter & Gamble Co, driven by deodorants and hair care

Strong category penetration for Unilever, particularly in hair care, and bath and shower

Dove maintains strong competitive position

"Natural", "hydrating" and "no parabens" lead Unilever's claims globally

Unilever's portfolio remains strong in emerging markets, which generate over half of sales

SKIN CARE

Asia Pacific leads Unilever's skin care sales in 2021, driven by anti-ageing concerns

Unilever transitions to halal certification in its third largest skin care market, Indonesia

Unilever made gains in India in 2021 but should look for Ayurveda opportunities to expand

BATH AND SHOWER

Lifebuoy a key brand for Unilever's bath and shower portfolio globally

Emerging markets driven by bar soap, but body wash/shower gel in developed markets

India and the US have best prospects for Unilever in bath and shower

DEODORANTS

Unilever dominates deodorants globally, benefited from post-COVID-19 rebound

DEODORANTS

Deodorant sprays seen as more price accessible, but demand for sustainable features grows

Deodorant opportunities largest in natural ingredients and environmentally packaging

HAIR CARE

Asia Pacific is Unilever's largest hair care region

Unilever sales led by shampoos and conditioners/treatments, with prospects in scalp care

Unilever's prospects in US are in salon professional, while scalp care grows in Brazil

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

Overview of Beauty Survey: Product and brand coverage

Overview of Beauty Survey

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