

Estee Lauder Cos Inc in Beauty And Personal Care (World)

Global Strategy | 2022-08-04 | 49 pages | Euromonitor

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Report description:

Estee Lauder Cos Inc returned to growth in 2021, outpacing the global beauty and personal care industry. The focus on skin health paid off with skin care continuing to gain momentum over 2020-2021. While colour cosmetics, a key category for the company, remained below 2019 levels in 2021 globally, loosening restrictions and a looming "make-up renaissance" give more positive prospects moving forward. China continued growing in importance despite temporary pandemic related disruptions, while pent-...

Euromonitor International's Estee Lauder Cos Inc in Beauty And Personal Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in Beauty and Personal Care industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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