



L'Oréal Groupe in Beauty and Personal Care Is Bound To Make An Impact In Your Business

L'Oréal Groupe in Beauty and Personal Care - Strategy, SWOT and Corporate Finance Report

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Description

Wiseguyreports.Com Adds “L'Oréal Group in Beauty and Personal Care -Market Demand, Growth, Opportunities and Analysis 2017 Forecast To 2022” To Its Research Database

L'Oréal is set to lead the global beauty and personal care industry. However, it faces challenges from local rivals in emerging markets, and niche brands capturing the eyes of millennials in Western markets. This calls for swifter action on the acquisition of high-equity niche labels, a strategy pursued by rivals. L'Oréal also needs to uphold its edge in dermocosmetics, and leverage digital expertise to deliver impactful retail experiences, especially, where it operates its own stores.

As it faces dynamic niche brands, the company is stepping up acquisition activity and alliances with beauty tech start-ups to renew its portfolio and innovation strategy. As smart diagnostics, healthy living and experience take hold in the industry, L'Oréal needs to steer its future course to these consumer megatrends. Mass beauty also requires a focus on reinvention and premiumisation as quality is no longer confined to premium labels.

Company and market share data provide a detailed look at the financial position of L'Oréal Groupe, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of L'Oréal Groupe.

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

THIS REPORT EXAMINES:

- Company share by region and sector
- Brand portfolio
- New product developments
- Marketing and distribution strategies

A detailed SWOT analysis of L'Oréal Groupe provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

Research You Can Trust:

Euromonitor International's company profile reports are written by our Beauty and Personal Care research team, a dedicated group of analysts that knows the industry inside and out.

Buy this report to inform your planning, strategy, marketing, sales and competitor intelligence functions.

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