

## Beauty and Personal Care

Exactly one-quarter of the megabrands are beauty and personal care brands. It is the second most represented category in the list.

### Top 10 Beauty and Personal Care Brands Worldwide, 2017

| Rank | Name                    | Position change vs. 2014's data | Brand value (USD billion) |
|------|-------------------------|---------------------------------|---------------------------|
| 1    | L'Oréal Paris           | ◆                               | 10-15                     |
| 2    | Nivea                   | ◆                               | 10-15                     |
| 3    | Colgate                 | ▼                               | 10-15                     |
| 4    | Gillette                | ▲                               | 8-9                       |
| 5    | Dove                    | ▼                               | 6-7                       |
| 6    | Avon                    | ▲                               | 6-7                       |
| 7    | Garnier                 | ◆                               | 6-7                       |
| 8    | Shiseido                | ▲                               | 4-5                       |
| 9    | Gemey/ Maybelline/ Jade | ▲                               | 4-5                       |
| 10   | Natura                  | ▼                               | 4-5                       |

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

Both L'Oréal Paris and Nivea, in first and second place respectively, are unmoving compared with their ranking in beauty and personal care brands in 2014.

While there has been movement across the top 10, rankings have not changed significantly. Only one brand has entered the top 10 since 2014: Shiseido, at number eight.

Since 2014's data, perhaps the key trend has been premiumisation. Revived consumer confidence in key markets, plus aspirational demand in emerging regions has grown the premium market substantially. Mass market brands have responded and premium brands have sought to increase differentiation through "authentic" positioning and personalisation.

The importance of e-commerce to beauty and personal care brands has exacerbated this trend. As online retailers look to own the customer relationship, brands have to avoid commoditisation.