



Top 10 Beauty and Personal Care Brands Worldwide, by Key Regional Rankings

World Rank	Name	Top 30 Rank in Asia Pacific	Top 30 Rank in North America	Top 30 Rank in Western Europe
1	L'Oréal Paris	2	1	1
2	Nivea	6	-	2
3	Colgate	3	8	6
4	Gillette	22	3	3
5	Dove	18	4	5
6	Avon	-	-	20
7	Garnier	-	15	4
8	Shiseido	1	-	-
9	Gemey/ Maybelline/ Jade	19	10	13
10	Natura	-	-	-

Note: ■ Green indicates a 1–5 rank, ■ Yellow indicates a 6–10 rank, ■ Orange indicates an 11–30 rank, “-” indicates not in top 30
 Source: Euromonitor International

Four of the top five beauty and personal care brands register in the top 30 in each of the key regions. The top three brands, L'Oréal Paris, Nivea and Colgate are particularly strong in Asia Pacific and North America. In Nivea's case retail sales have fallen in Western Europe since 2014's data, but sales in the Asia Pacific region have risen steadily, with China now the brand's third most important market.

While Gillette and Dove are close together in the top 10, the brands' prospects appear somewhat divergent. While both have seen retail sales increase in Asia Pacific since the 2014 data, Dove is also growing strongly in North America.

Avon currently appears unlikely to hold its ranking. Retail sales are down since 2014's data in all regions, even in its key markets of Latin America and Eastern Europe.

Shiseido illustrates the importance of the Asia Pacific region for beauty and personal care brands — a no. 1 rank there makes it eighth globally.