



No 5: L'Oréal Paris

RANK	5 th
RANKING CHANGE SINCE 2014	No change
FMCG CATEGORY	Beauty and Personal Care
BRAND SALES	USD10-15 billion

L'ORÉAL
PARIS

L'Oréal Paris is the world's leading beauty and personal care brand by sales, with its most important markets being Western Europe, Asia Pacific and North America. L'Oréal Paris is — broadly — L'Oréal's mid-tier brand, positioned as a “masstige” label: affordable, but featuring higher priced specialist lines.

The brand sells most in the US and China, however the remaining countries in its top five are all in Western Europe. China is a particular target for growth, as the country is forecast to see sales of beauty and personal care increase by one-third over the next five years with mass brand sales rising in lower tier cities as a result of growing purchasing power.

The brand benefits from owner L'Oréal's exceptional R&D spend, driving regular new product launches and developments. In August 2018 the company announced a collaboration between Facebook and L'Oréal-owned beauty tech company ModiFace allowing users to digitally try on different make-up products using augmented reality via Facebook camera products.