

2022

RÉSULTATS ANNUELS

L'ORÉAL

Produits Grand Public

Alexis PERAKIS-VALAT





CROISSANCE DU
Marché de la beauté
Grand public
 $\approx +6\%$



L'ORÉAL

Produits Grand Public

14Md€

+8.3%



*Meilleur
Résultat*

EN
20
ANS



CROISSANCE EN
Valeur
+5.7%



CROISSANCE EN
Volume
+2.6%

Écart de Performance DIVISION VS LE MARCHÉ

+320PB

+190PB

+30PB

-60PB

-100PB

2018

2019

2020

2021

2022

L'ORÉAL

Produits Grand Public

RÉSULTAT
D'EXPLOITATION

2022

19.8%



L'ORÉAL
PARIS

+7%



GARNIER
+8%



MAYBELLINE
NEW YORK

+16%



A close-up portrait of a woman with dark skin and hair, wearing a vibrant, multi-colored feathered headdress. Her makeup is highly dramatic, featuring large, dark, winged eye makeup, a small gold stud in her lower lip, and a wide, toothy smile with gold and black detailing. The background is a deep red with a bright, starburst light effect on the right side.

Maquillage
+15%



Soin du Cheveu

+10%

2X LE MARCHÉ



Gains de part de marché
SUR TOUTES LES CATEGORIES

NUOVO
ELVIVE
 [HYDRA ALURONIC]
Europe
+8.1%
 L'ORÉAL PARIS

URBAN VISION

MANGO

L'ORÉAL PARIS
 BECAUSE YOU'RE WORTH IT.®
 NEW INTRODUCING
 TELESCOPIQUE MASCARA
États-Unis
+9.3%
 L'ORÉAL PARIS
 TELESCOPIQUE MASCARA
 EXPERIENCE THE LIFT

The Garden

Olive Garden

Olive Garden

40%

DE NOTRE
CROISSANCE
PROVIENT DES
MARCHÉS
ÉMERGENTS

L'ORÉAL
PARIS

N°1 BEAUTY BRAND IN THE WORLD

ES 5 YEARS OF DARK SPOTS IN 2 WEEKS

GLYCOLIC ACID

CLEANSE TREAT CARE

BRIGHTENING ROUTINE

CREATED BY
[VALGATED WITH
DERMATOLOGISTS
L'ORÉAL PARIS]

[GLYCOLIC ACID] [HYALURONIC ACID] [SALICYLIC ACID]

PROVEN EFFECTIVE
ON 100% WOMEN

BRIGHTENING

BECAUSE YOU'RE WORTH IT

L'ORÉAL PARIS

THE SCIENCE OF
BRIGHTENING SKIN TONE

[GLYCOLIC ACID]

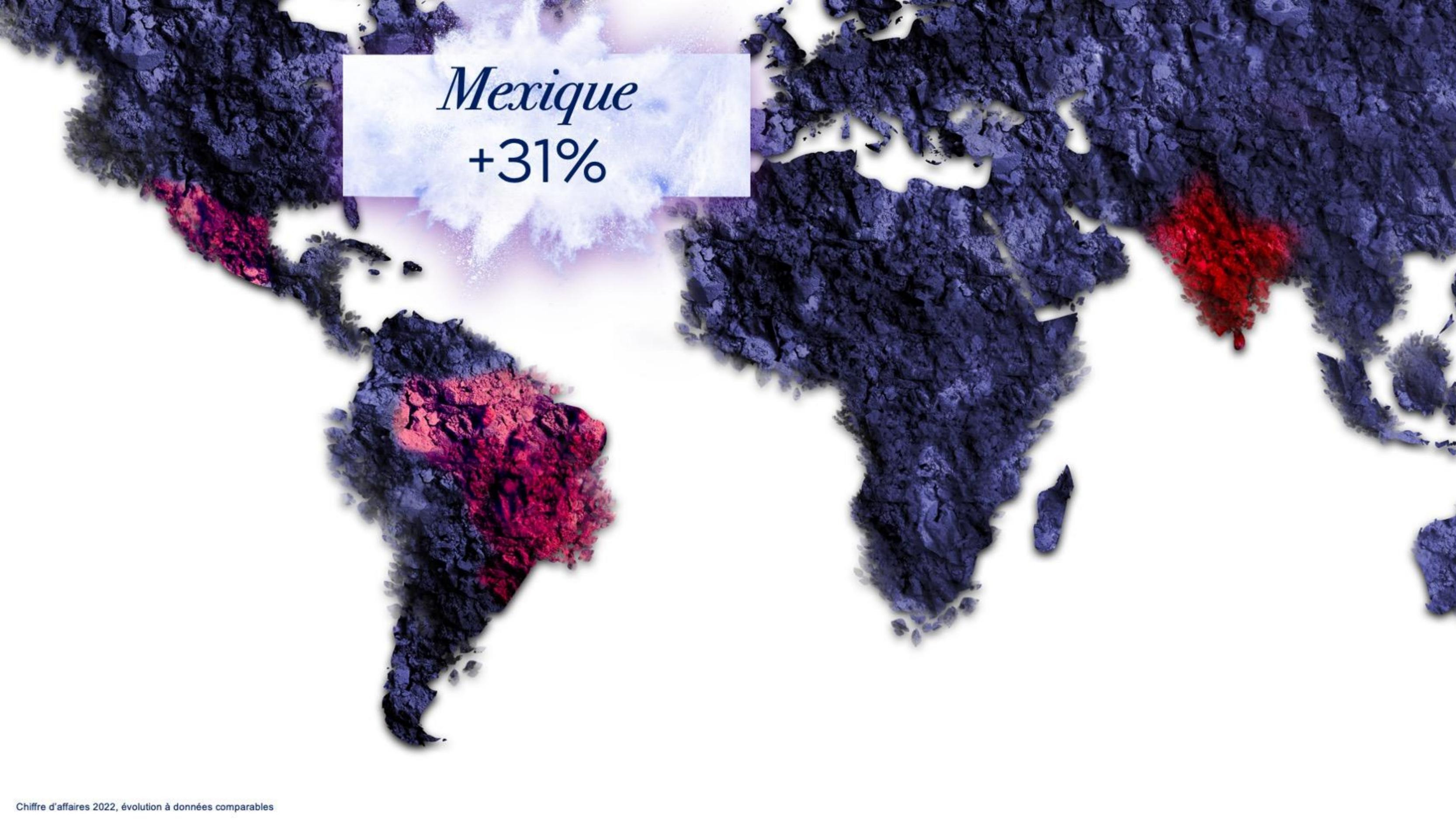
RE-PLUMPS & REDUCES FINE LINES (+60%)

L'ORÉAL PARIS

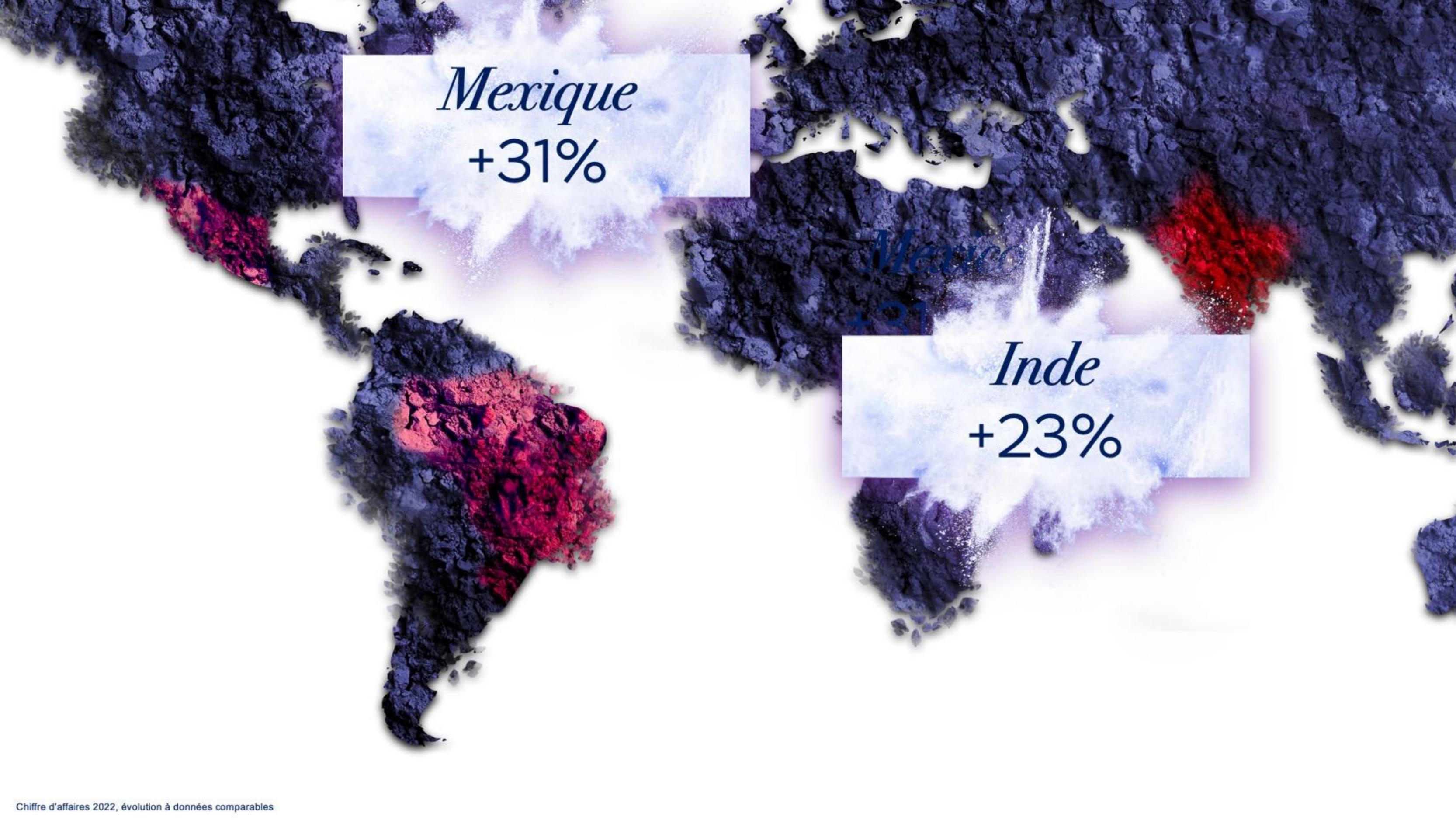
THE SCIENCE OF
REPLUMPING FINE LINES

[HYALURONIC ACID]



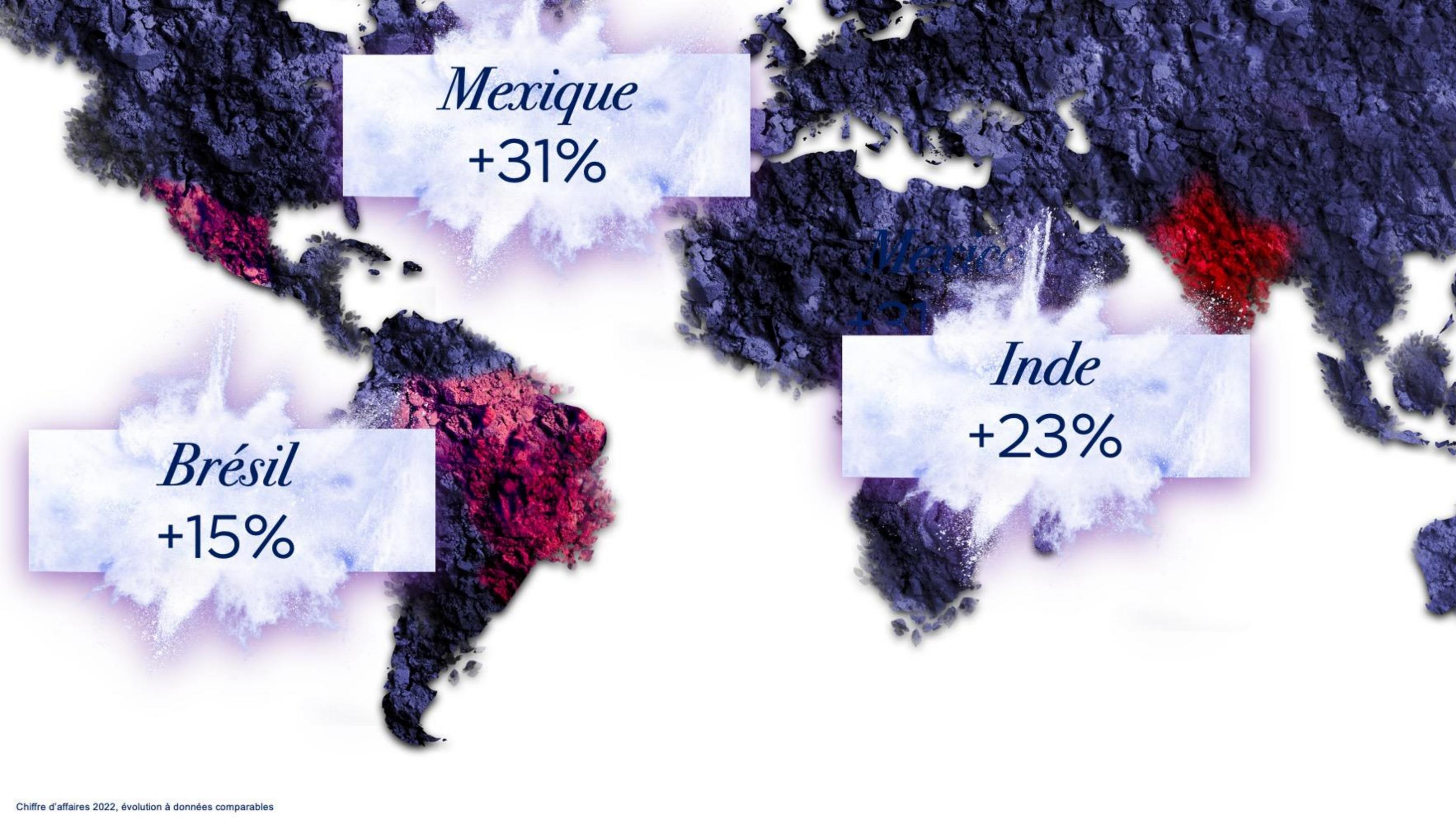
A world map where Mexico is highlighted in a vibrant red color, while the rest of the world is in a dark blue. A semi-transparent white box with a light blue gradient background is positioned over the top of Mexico, containing the text 'Mexique +31%'.

Mexique
+31%

A world map where Mexico and India are highlighted in a vibrant red color, while the rest of the world is in a dark blue color. The map is set against a background of a cloudy sky.

Mexique
+31%

Inde
+23%



Mexique
+31%

Brésil
+15%

Inde
+23%



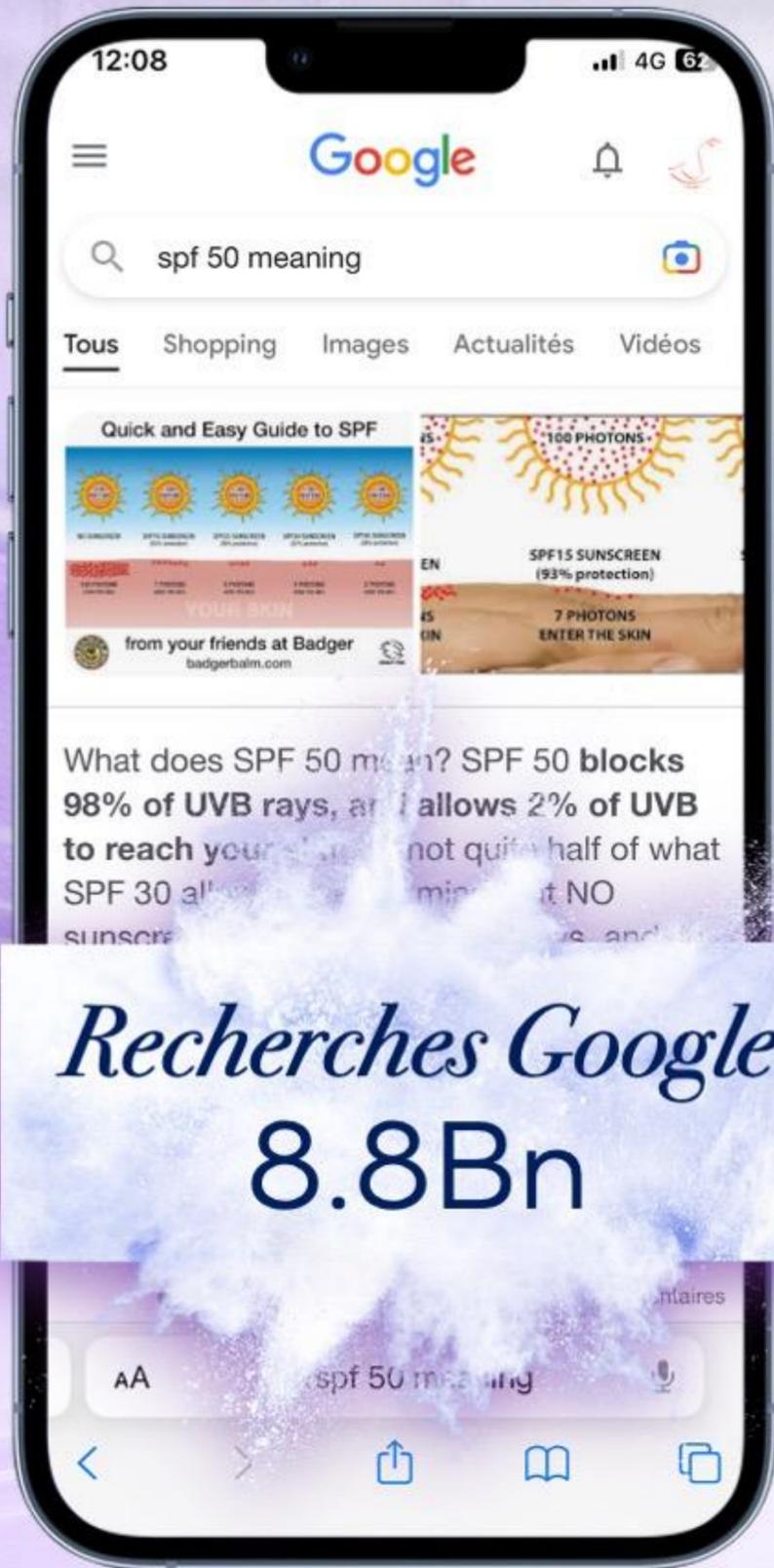
4 MOTEURS DE CROISSANCE
Stratégiques



1 / CONCENTRER NOS EFFORTS SUR LA
Moitié Haute de la Classe Moyenne



Moitié Haute de la Classe Moyenne
±2Md DE PERSONNES



Recherches Google
8.8Bn



Tutoriels Maquillage
+40%



DES CONSOMMATEURS
Plus Experts en Beauté

L'ORÉAL PARIS

L'ORÉAL PARIS

N°1 BEAUTY BRAND IN THE WORLD

HYALURONIC MOISTURE
HYDRATED HAIR
HYALURONIC ACID

GLYCOLIC-BRIGHT
INSTANT EXFOLIATING SERUM
CLINICALLY PROVEN
REMOVE 5 YEARS OF DARK SPOTS

HYALURONIC ACID
SERUM
PLUMPS & REDUCES FINE LINES BY 60%

72H HYDRATION
FOR BOUNCY HAIR,
FULL OF LIFE
L'ORÉAL
PARIS
WITH HYDRATING
[HYALURONIC ACID]

NEW
INFAILLIBLE
24H FRESH WEAR
FULL MATTE COVERAGE IN SWAY

BECAUSE YOU'RE WORTH IT



L'ORÉAL
PARIS

*Moitié Haute de la
Classe Moyenne*

38%
DANS LES
PAYS
ÉMERGENTS

HYALURONIC MOISTURE
HYDRATED HAIR
HYALURONIC ACID

GLYCOLIC-BRIGHT
CLINICALLY PROVEN
REMOVE 5 YEARS OF DARK SPOTS

HYALURONIC ACID
SERUM 1.5%
PLUMPS & REDUCES FINE LINES BY 60%

72H HYDRATION
FOR BOUNCY HAIR,
FULL OF LIFE
L'ORÉAL
PARIS

INFAILLIBLE
24H FRESH WEAR
FULL MATTE COVERAGE IN SWI

BECAUSE YOU'RE WORTH IT



Dépenses de Beauté en Inde

CATÉGORIES
SOCIO-ÉCONOMIQUES

A+B

C+D

MARCHÉ

50%

50%

L'ORÉAL

Produits Grand Public

70%

30%



2/ SPECIALISATION DANS LES *Catégories à Fort Potentiel*





*Soin de
la Peau*



*Soin du Cheveu
Haut de Gamme*



Maquillage



Coloration



L'ORÉAL PARIS
REVITALIFT
 FILLER [+Hyaluronic Acid]
 1.5%
 HYALURONIC ACID
 SERUM

GARNIER
 PureActive
 AHA+BHA CHARCOAL
 SERUM
 [4%
 AHA + BHA
 + Niacinamide]

GARNIER
 SKIN NATURALS
BRIGHT COMPLETE
 30x Vitamin C
 BOOSTER SERUM
 Dermatologically tested

L'ORÉAL PARIS
MIDNIGHT SERUM

MÉNAGES AMÉRICAINS
ACHETANT AU MOINS
UN SÉRUM

+80%*





3 / MARQUES HAUTEMENT DÉSIRABLES ET
Innovations Révolutionnaires



L'ORÉAL
PARIS
Luxe
ACCESSIBLE



L'ORÉAL
PARIS



**IT'S NOT MAGIC,
IT'S SCIENCE!**

72H HYDRATION / 2X REPLUMPED

L'ORÉAL
PARIS
ELVIVE

BREAKTHROUGH

BOND REPAIR

L'ORÉAL
PARIS
ELVIVE

NEW
BOND REPAIR
RESCUE PRE-SHAMPOO

RECREATES INNER
BROKEN HAIR BONDS

BOND REPAIR
COMPLEX
WITH CITRIC ACID



WORKS ON ALL TYPES
OF DAMAGED HAIR





hollywilloughby • Suivre
Zaz • La vie en rose

hollywilloughby • 24 hours in Paris... thank you @garnieruk for having me at the Garnier International event... I've been working with you for a long time now and am so unbelievably proud and impressed at how you change and evolve to keep making sure you are the best you can be. Not only are there new products coming but there are some really exciting changes being made, changes that help you and me to reduce our use of plastics whilst still enjoying the products we trust and love. Also they are opening a recycling centre in India with @plasticsforchange to turn ocean plastics into packaging so @garnieruk are becoming part of the solution to the problem. It's all very impressive stuff and can't wait to share more details with you... also getting to talk to the whole team face to face again... how lovely that was! I can't describe what a power house of a woman @davinacall is... LOVED spending time with you and Michael. so (this is a long one) #hwstyle the dress is @silviaastore_studio also available to rent on @hurr_heels @aquazzura... @garnieruk dress code was sustainable and hiring a dress is a great way of being part of this... the night ended with all the girls @cilerpeksah_hairtylist @darniwhiteman @patsyoneilmakeup @laurasclair at the @moulinrougeofficiel... holy heck what a night...Glam-Amour! #garnier #ad #kostonparis

5 sem. Voir la traduction

Aimé par ecwesthead et 21820 autres personnes
DECEMBRE 2, 2022

Ajoutez un commentaire...



GARNIER
Championne de la
« GREEN BEAUTY »





IT'S CLINICALLY PROVEN:

REDUCES 43% OF DARK SPOTS

INCLUDING ACNE MARKS AFTER 8 WEEKS



GARNIER

GARNIER



Cruelty Free
INTERNATIONAL

VEGAN
FORMULA

-45%
PLASTIC

Find out more at
www.garnier.com



CHANGE YOUR HAIR COLOR FOR GOOD

NEW GARNIER GOOD

90% NATURAL-ORIGIN PERMANENT HAIRCOLOR

CHANGE YOUR HAIR COLOUR FOR GOOD

NO-DRIP, NO-STRESS APPLICATION
8 WEEKS INTENSELY GLOSSY COLOR
VISIBLELY HEALTHIER HAIR

SCAN & TRY YOUR COLOR

Cruelty Free

VEGAN FORMULA

-45% PLASTIC

RED / BROWN

BLONDES

GARNIER

GOOD



MAYBELLINE
NEW YORK

*Première Marque
de Maquillage*
AU MONDE



NO-BUDGE
VINYL NUDES.
UP TO A6H WEAR.



MAYBELLINE
NEW YORK





MAYBELLINE
NEW YORK

NYX

PROFESSIONAL MAKEUP

CIRQUE DU SOLEIL



NYX

PROFESSIONAL MAKEUP

MARQUE DU
Divertissement



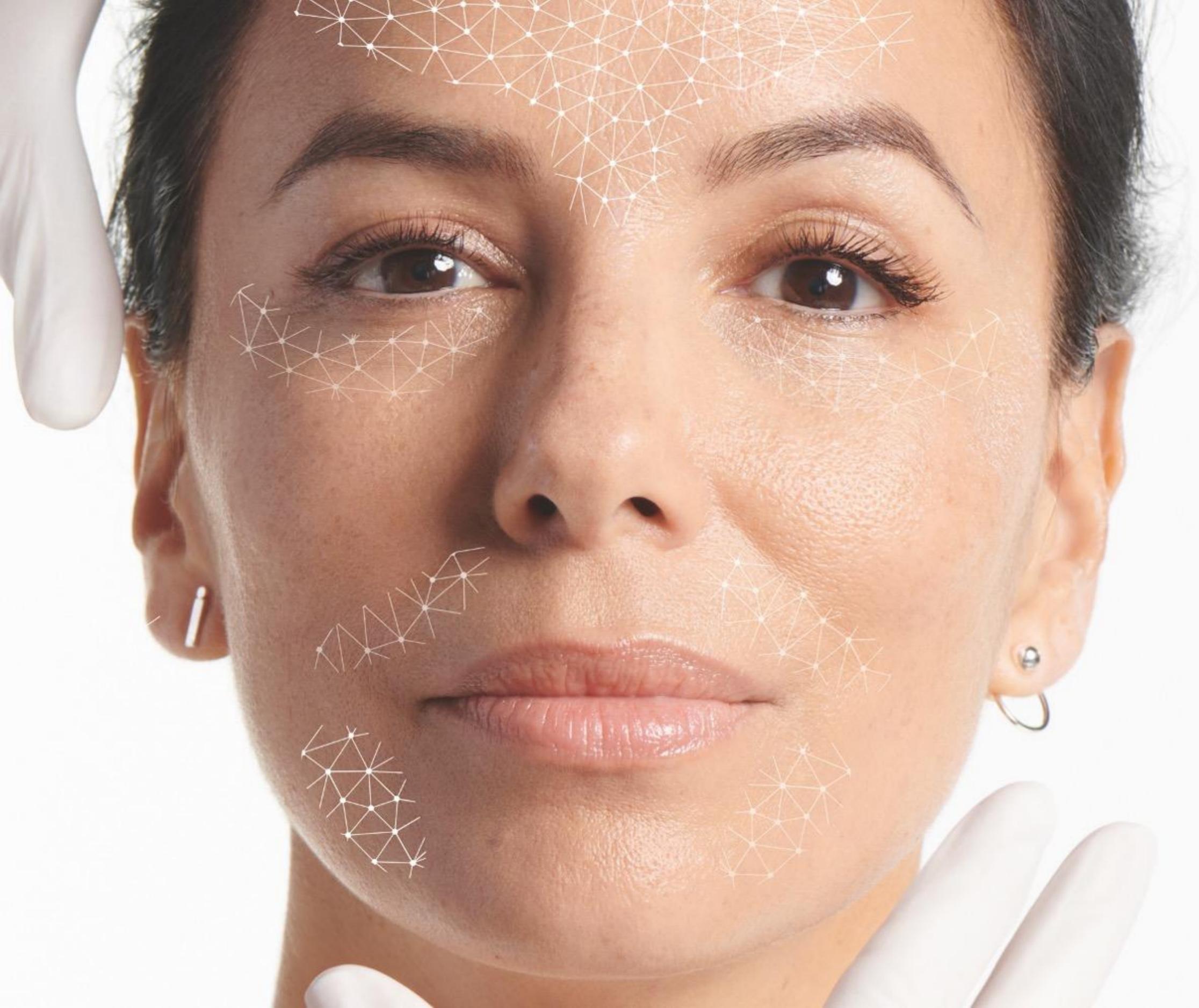


NYX
PROFESSIONAL MAKEUP
AVATAR
THE WAY OF WATER





4/PIONNIERS DE LA
Beauty Tech et de la « Data »



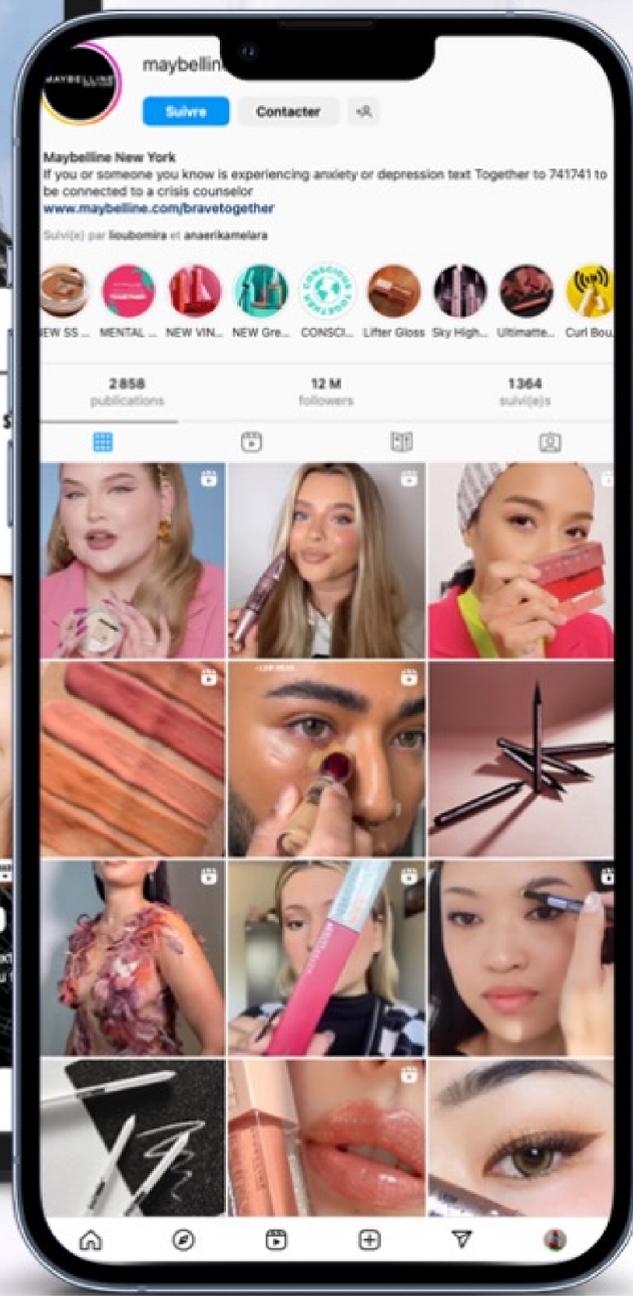
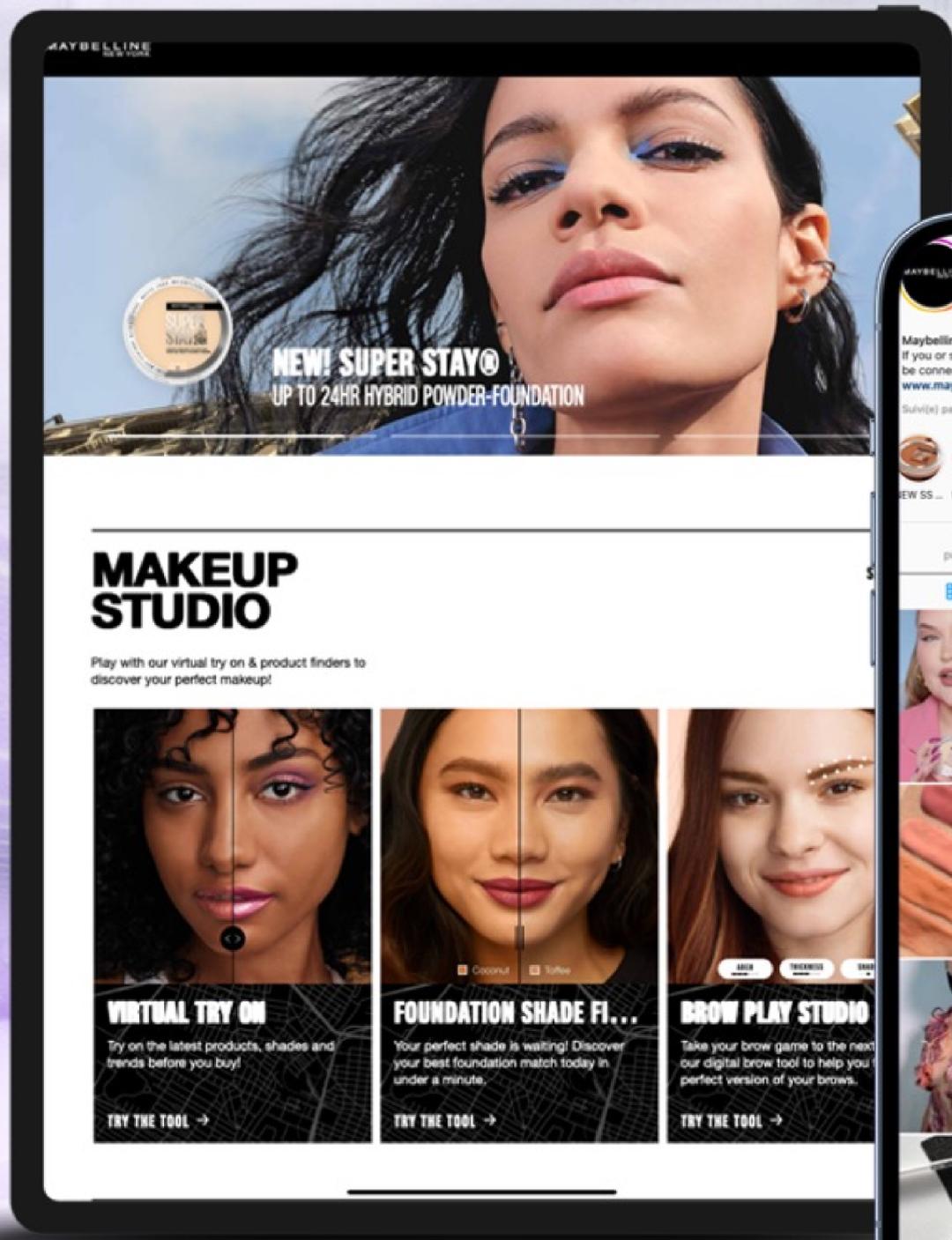
☰ 🔍 **L'ORÉAL** PARIS 👤 🛒

SKIN GENIUS

YOUR TAILOR-MADE SKINCARE ROUTINE

MORNING
TREATMENTS

Step 1 SERUM	Step 2 CREAM
	
REVITALIFT FILLER 1.5% HYALURONIC ACID SERUM	REVITALIFT LASER SPF CREAM
Hydrates and replumps lines in one week	Reduces wrinkles, firms, brightens
Wrinkles Radiance	Wrinkles Firmness
★★★★☆ (10,000 reviews)	★★★★☆ (500 reviews)
Learn more	Learn more



MAYBELLINE
NEW YORK

#1

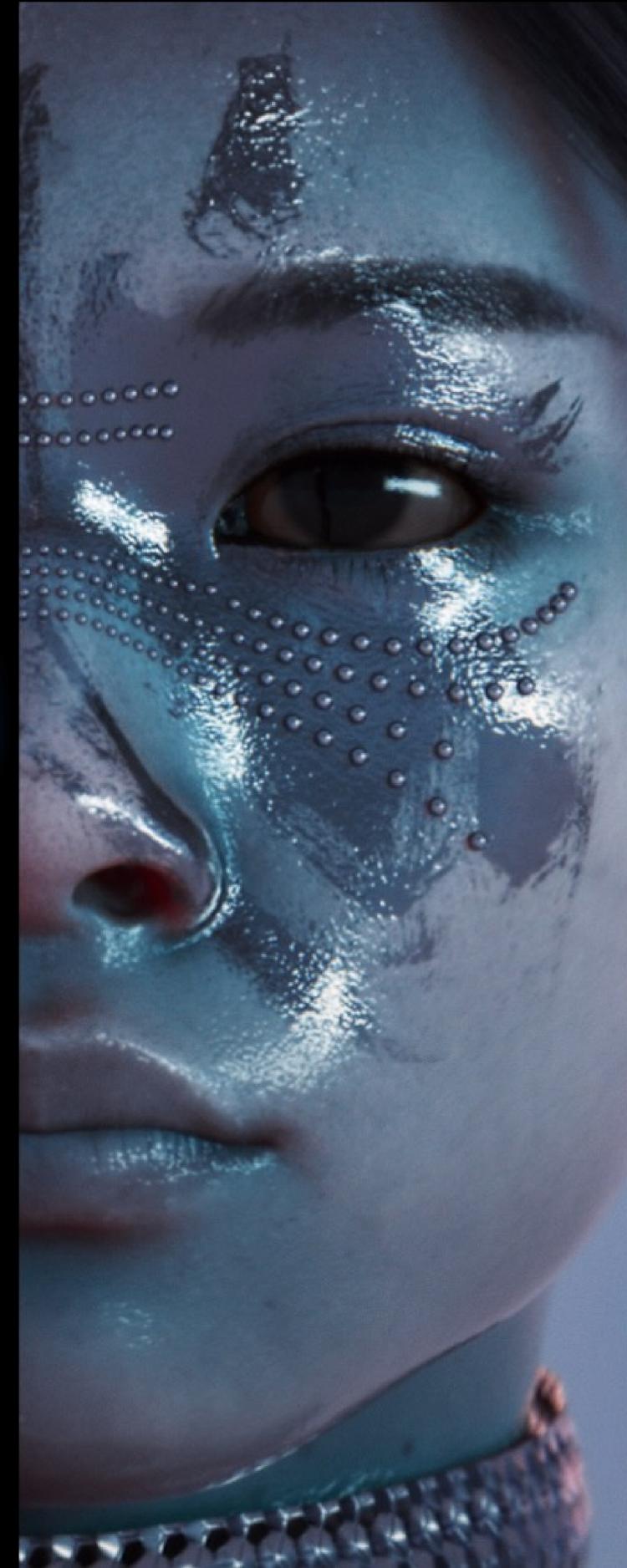
DIGITAL GENIUS
Gartner®



G O R J S

NYX

PROFESSIONAL MAKEUP





3, 2, 1, READY?
LET'S SET OFF TO SPACE!



UNE NOUVELLE
ÈRE DE
*Croissance Forte,
Rentable et Équilibrée*

