
S&P TEST

SWOT & PESTLE.com

REVLON INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Revlon Inc.

Company Sector : Beauty & Personal Care

Operating Geography : North America

About the Company : Revlon, Inc. which includes Revlon and all its subsidiaries was founded 85 years ago by Charles Revson. MacAndrews & Forbes Inc., owned by Ronald O. Perelman, owns an indirect majority in Revlon. All its business is conducted by its directly owned subsidiary, Revlon Consumers Product Corporation. Revlon operates in four segments namely, Consumer division, Professional division, recently acquired Elizabeth Arden and the other segment. All the segments deal with products for personal care, beauty & cosmetics. The company carries an iconic portfolio of brands in all of its four product segments some of which are, Revlon, Almay, SinfulColors, Pure Ice in cosmetics, American crew in men grooming products, Elizabeth Arden Ceramide along with many other brands in skin care and some other brands which came under its umbrella after CBB acquisition. It has 4 R&D laboratories, 6 factories, 10 distribution houses and produces more than 860 million units of products globally in a year.

Revlon vision is “Glamour, Excitement and Innovation through high-quality products at affordable prices.”

Revenue :

US \$2,693.7 million – FY ending December 31st 2017 (year-on-year increase of 15.4%)

US \$2,334.0 million – FY ending December 31st 2016

SWOT Analysis :

The SWOT Analysis for Revlon Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.A brand centric operating structure with rich expertise in the beauty sector 2.Iconic portfolio of brands and their global reach via strong distribution network 3.Strong code of ethics and working towards sustainability 4.Industry leader in Research & Development 	<ul style="list-style-type: none"> 1.Weak Digital Presence 2.Debt Heavy Capital Structure
Opportunities	Threats
<ul style="list-style-type: none"> 1.Geographic Expansion in emerging markets 2.Product line extension in Male grooming category 3.Starting a new product line in the natural category 	<ul style="list-style-type: none"> 1.Strong Competition from Big brands like Estee Lauder, L'Oréal and others 2.Decrease in consumer spending for beauty products

PESTLE Analysis :

The PESTLE Analysis for Revlon Inc. is given below:

Political	Economical
1.Political affiliations may impact customer base 2.Impact of Brexit (UK leaving the EU)	1.Currency Volatility 2.Differential pricing according to different geographies
Social	Technological
1.Cultural Shift among Beauty consumers 2.Increasing popularity for plant-based cosmetics 3.Strong brand loyalty	1.Deal with Amazon to increase digital foot print 2.Patenting & Proprietary technology for some products
Legal	Environmental
1.Class Action Law suits after acquisition of Elizabeth Arden 2.Personal Care Products Safety Act (PCPSA) banning some ingredients in various beauty products	1.Engaging environmental experts in their safety methodology

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Revlon Inc.** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com