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L'ORÉAL SWOT & PESTLE ANALYSIS

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Company Name : L'Oréal

Company Sector : FMCG, Personal Care

Operating Geography : Europe, France, Global

About the Company : L'Oréal, founded in 1909, is a French cosmetics company, with a varied portfolio, catering to different segments of the market. The Company is headquartered in Clichy, Hauts-de-Seine with a registered office in Paris and has over 88,000 employees as of January 2020.

L'Oréal's mission statement as per their annual report is to “Beauty for All - Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety to satisfy all their desires and all their beauty needs in their infinite diversity.”

Revenue :

29.87 billion - FY ending 31st December 2019 (y-o-y growth of 10.91%)

26.93 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for L'Oréal is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong research & development 2.Universalisation \u2013 The Development Strategy 3.Quality and safety 4.Serves diverse markets & is a market leader 	<ul style="list-style-type: none"> 1.Multiple acquisitions 2.Dependence on supplier
Opportunities	Threats
<ul style="list-style-type: none"> 1.New markets in Africa and Middle East 2.Travel retail 3.Products for fast growing BRIC country markets 	<ul style="list-style-type: none"> 1.Competition from both ends 2.Emergence of new business models 3.Recessionary trends and restrained consumer spending 4.Seasonal business

PESTLE Analysis :

The PESTLE Analysis for L'Oréal is given below:

Political	Economical
1. Consumers increasingly conscious of values and political affiliations of brands	1. Beauty and cosmetic industry immune to economic downturn 2. Rise of the middle class to spur growth in the cosmetics market
Social	Technological
1. Consumers becoming conscious about product formulations	1. Alignment with digital innovation 2. Focus on research and innovation to drive competitive edge and maintain leadership position
Legal	Environmental
1. Regulatory and consumer pressure on sustainable supply chains	1. Promoting sustainable innovation in product formulations 2. Environmental and sustainability management initiatives

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The complete report for **L'Oréal** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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