



## SECTOR: PERSONAL CARE

### Corporate brand communications quarterly report

Seven multinationals dominate the global personal care sector: **Beiersdorf, Colgate-Palmolive, Henkel, Johnson & Johnson, L'Oréal, Procter & Gamble** and **Unilever**. Their combined global personal care sales exceeded **\$110 billion** in 2019.

Investors, governments and consumers are demanding genuine action from companies: their impact on the environment and social concerns, as well as, ensuring the necessary governance to safeguard a sustainable future. It is essential for brands to place their sustainability activities firmly in the hearts and minds of their customers and develop the right communications channel to promote them.

Deploying a social-first strategy, brands are entering into two-way conversations with consumers on a wide range of sustainability topics, from local social initiatives to leadership at the corporate brand level.

**So what exactly are they saying and how do they compare to one another?**

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**Our research and analysis gives you a detailed view of the leading players in this sector and their sustainability communication strategy at corporate brand level:**

- **claims and brand positioning**
- **which brands are aligning with which initiatives**
- **volume of activity on social platforms**
- **how they rank against each other**

**Armed with SusMon's Personal Care sector report, you will be easily able to understand your competitors' priorities, identify competitor threat, spot opportunities and develop a differentiated social strategy of your own.**

#### Available Reports

For individual subscribers, **Corporate Brand Communications** reports are delivered in PDF format.

#### Quarterly Sector Reports

**Personal Care**

**Beverages Sector**

**Food Sector**

**Home Care**

\$1,000 per sector report per quarter

**For enterprise access**, reports are available to download across your organization via a login to our reports database. Please contact us for more information.



**Sustainability**  
Monitor