



# Personal Products

## Driving forces

Personal products companies operate in a highly competitive, multi-brand environment. Brand management and product quality are driven by the need to continuously innovate, retain market positioning, or gain market share. Rigorous product stewardship addresses recurring concerns over product safety and a growing demand for advanced products while pushing companies to develop improved and reformulated versions of traditional products. In combination with a changing regulatory environment governing the use of ingredients and chemicals, these pressures drive innovation, which ultimately results in higher quality and safety standards. Product sourcing, the avoiding toxins, and placing a greater emphasis on more natural and sustainable products are key themes. These factors, as well as restrictions on emissions, energy consumption, and water use have a strong impact on production and operating costs. Successful companies are establishing R&D centers in regions where they are adapting and developing new products to suit local needs and tastes while structuring flexible, market-specific pricing strategies.

## Highlighted criteria & Dimension weight

- Economic Dimension ..... 53%
  - Brand Management
  - Strategy for Emerging Markets
  - Innovation Management
  - Customer Relationship Management
- Environmental Dimension ..... 21%
  - Operational Eco-Efficiency
  - Product Stewardship
  - Environmental Policy & Management Systems
- Social Dimension ..... 26%
  - Human Capital Development
  - Occupational Health and Safety

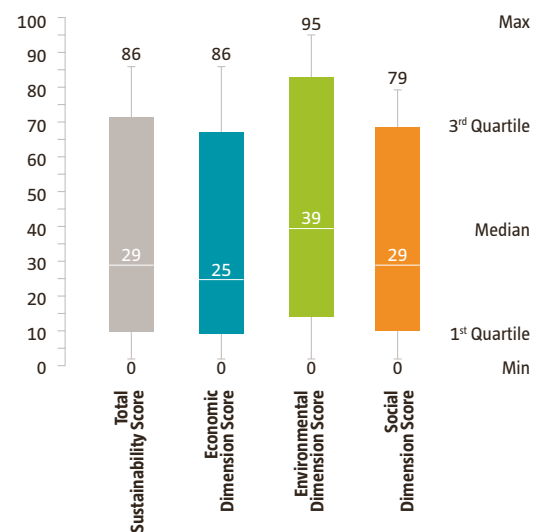
## Sustainability leaders 2019

SAM Gold Class		●
Unilever NV	Netherlands	
Sustainability Yearbook Members		●
LG Household & Health Care Ltd	South Korea	
Kao Corp	Japan	

## Industry statistics

Number of companies in universe	26
Number of companies assessed in 2018	20
Assessed companies to total companies in universe	77%
Market of assessed companies to total market	93%

## Results at industry level



The box-and-whisker plot describes the distribution of scores in the industry, based on all assessed companies. More information is available in the Reading Instructions in the introduction.