



Personal Products

Driving forces

Personal products companies operate in a highly competitive, multi-brand environment. Brand management and product quality are key focus issues for this industry driven by the need to continuously innovate, retain market positioning, and gain market share. Rigorous product stewardship management addresses recurring concerns over product safety, a growing demand for advanced products, and leads companies to develop improved & reformulated versions of traditional products. This, combined with a changing regulatory environment surrounding the use of ingredients & chemicals, drives innovation which ultimately results in higher quality and safety standards. Product sourcing, the avoidance of toxins, and a greater emphasis on more natural and sustainable products are key themes. Such factors, as well as restrictions on emissions, energy consumption, and water use have a strong impact on production and operating costs. Emerging markets continue to offer growth opportunities. Successful companies are establishing R&D centers in regions where they are adapting and developing new products to suit local needs and tastes as well as structuring flexible, market-specific pricing strategies.

Highlighted criteria

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

Sustainability leaders 2018

RobecoSAM Gold Class	
Unilever NV	Netherlands
RobecoSAM Bronze Class	
Kao Corp	Japan
LG Household & Health Care Ltd	South Korea

Industry statistics

Number of companies in universe	24
Number of companies assessed by RobecoSAM in 2017	20
Assessed companies to total companies in universe (%)	83
Market capitalization of assessed companies to total market capitalization (%)	81

Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	50	88	53%
Environmental	55	94	21%
Social	51	87	26%

Total score

