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.