



Henkel AG & Co KGaA in Beauty and Personal Care

August 2025

INTRODUCTION

Executive summary

STATE OF PLAY

Top companies at a glance

Henkel's global footprint

Hair care accounts for the bulk of new sales

Henkel records a slight decline in its sales over 2021-2024

Optimisation Programme concludes with sales of "non-core" Retailer Brands

EXPOSURE TO FUTURE GROWTH

Major new sales expected for bath and shower in the US

No movement expected among the top five beauty and personal care players

Henkel opens new Asian R&D centre in Shanghai for its Consumer Brands

COMPETITIVE POSITIONING

L'Oréal strengthens its lead as other players recalibrate amid softening demand

Henkel has its biggest competitor overlap with L'Oréal Groupe

Key categories and markets

Key brands

Henkel looking to achieve net zero by 2045

HAIR CARE

Europe accounts for more than half of Henkel's hair care sales

The US and France are Henkel's major markets for salon professional hair care

Germany will drive growth for Henkel in hair care

BATH AND SHOWER

North America clearly leads Henkel's bath and shower sales

Liquid soap, bar soap and body wash/shower gel have relatively equal shares in the US

US to generate most new bath and shower sales for Henkel

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

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