

# Cosmetics giants segment the global cosmetics market



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The world's best know cosmetics companies are putting their sights on a moneymaking new section: the emerging in-between categories in states such as Brazil, Russia, India, and China. Marketers L'Oreal, Procter & A ; William Lauder, president and CEO of Estee Lauder, calls China a ' \$ 100 billion chance. ' Nothing that there is no ' one-size-fits-all' thought of beauty cosmetics marketer pride themselves on sensitiveness to local cultural penchant. As Jean-Paul Agon, Chief executive L'oreal explain that they have different consumers. Each consumer is free to hold her ain aspirations. They intention merely to react every bit good as possible to each consumer aspiration. Market research is critical to understanding women's penchants in different parts of the universe. In China, L'oreal and its rivals have an chance to educate adult females about cosmetics, which were banned prior to 1982. Each twelvemonth, L'oreal observes and houses 6000 Chinese adult females using and taking make-up. L'oreal and Procter & A ; Gamble offer a broad scope of merchandises in China, including both mass-market and premium trade names.

Estee Lauder's focal point on expensive prestigiousness trade names such as Estee Lauder, Clinique and MAC that are sold through upmarket section shops. One research cautiousness that Estee Lauder positioning excessively narrow for China. Estee Lauder disagree this statement. She mention that Chinese consumer more monetary value sensitive, but same clip are willing to put in merchandise are comparatively expensive versus their income degree. In India L'oreal displacement from low-price to premium monetary value. Get downing L'oreal offer low-price Garnier Ultra Doux Shampoo but fail to catch consumer. In mid-1990s, Slain Evrard, L'oreal's pull offing

manager of Africa. East and the Pacific was find to more understanding India market. He noted figure of working adult females was increasing and consumer attitude displacement. Evrard noted that DIY hair colourising have market in India. Evrard respond to establishing Loreal Excellence Creme in India. Loreal Excellence Creme is an expensive merchandise. To derive support among tradesman. local staff member name Danish Dayal promote it door by door. Today. the merchandise widely available in 2004. Loreal India and runing become profitable. Brazil is another of import market for the planetary decorative giants. On a per-capita footing. Brazilian adult females spend more in beauty merchandises than their opposite numbers elsewhere. Brazilians buy their cosmetics through door by door.