



# Consumer Insights and Competitive Intelligence on Anti-pollution Skincare

Case Study

# Consumer Insights and Competitive Intelligence on Anti-pollution Skincare

<b>Client</b>	Leading player in the cosmetics and personal care industry
<b>Industry</b>	Cosmetics and personal care
<b>Products</b>	Cosmetics and beauty products

## Engagement Scope

<b>1</b> <b>Macro-level Outlook</b> <ul style="list-style-type: none"> <li>What is the impact of pollutants on the cosmetics industry?</li> <li>How are pollutants impacting consumers?</li> <li>Which are the most polluted areas of specified countries?</li> <li>What are consumer preferences and concerns?</li> </ul>	<b>2</b> <b>Media Activity Assessment</b> <ul style="list-style-type: none"> <li>What is the role of media?</li> <li>Which are the preferred cosmetic products as per the media?</li> <li>Which are the pollutants focused by media?</li> </ul>	<b>3</b> <b>Product Landscape</b> <ul style="list-style-type: none"> <li>Who are the key players active in this domain?</li> <li>Which are the anti-pollution products developed by key players?</li> <li>What are the key ingredients incorporated by players in identified products?</li> <li>Which are the latest anti-pollution products available in the market?</li> <li>What is the differentiating factor between local and established players?</li> </ul>	<b>4</b> <b>Competitive Assessment</b> <ul style="list-style-type: none"> <li>Who are the key competitors in this domain?</li> <li>Which technology are competitors incorporating in their products?</li> <li>Are those technologies patent protected?</li> <li>How are competitors positioning their products?</li> </ul>	<b>5</b> <b>Opportunity Assessment &amp; Country Comparison</b> <ul style="list-style-type: none"> <li>What are the key business opportunities in this domain? <ul style="list-style-type: none"> <li>Partnership opportunities</li> <li>Licensing opportunities</li> </ul> </li> <li>What are the geographical differences in terms of consumer preferences and concerns?</li> </ul>
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## Context

- The client aimed at gaining insights on the level of awareness regarding pollutants and their harmful impact on the human skin as well as understanding the impact of environmental pollutants on the cosmetics industry/consumers/media in different geographical areas.

## Key Business Questions

- What is the outlook on the impact of environmental pollutants on the cosmetics industry/consumers/media in different geographical areas?
- What is the market scenario for consumer awareness and preferences?
- What is the role/importance of media in the cosmetics industry?
- What is the product landscape (covering local and big brand products)?

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## Research Methodology

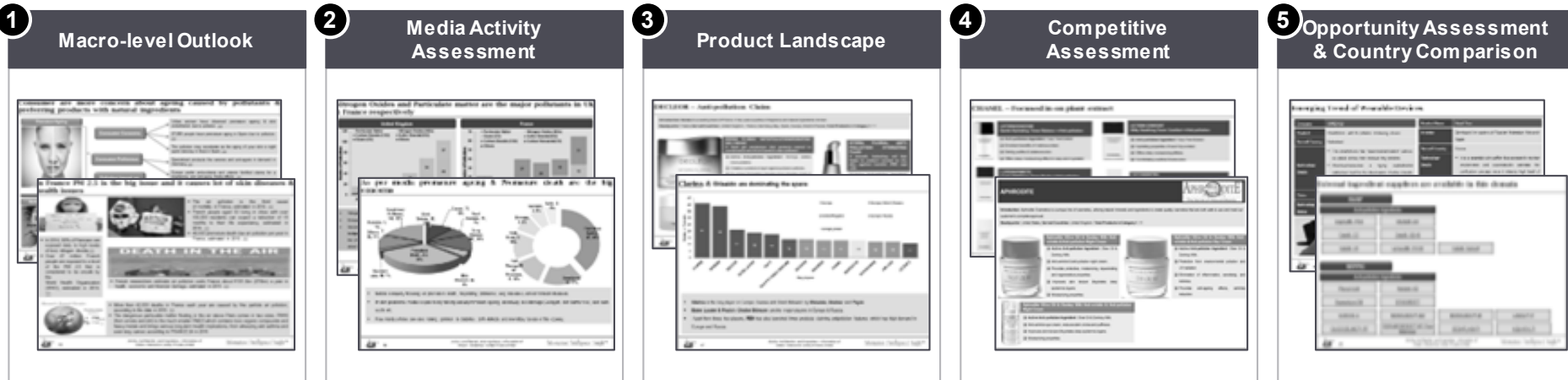
### Secondary Research

- Extensive research conducted by studying news portals, company websites, and consumer review sites
- Referred to patent and scientific literature databases
- Information acquired from industry associations, technology portals, women magazines, social media websites, etc.

## Benefits to Client

- FutureBridge analysis helped the client understand business opportunities in the target market based on geography-specific consumer concerns and preferences as well as gain insights on competitor's technology and market strategy.

## Sample Analysis



# Thank you

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