

CLIENT

Global personal care manufacturer

BUSINESS SITUATION

- Fading brand image among customers for one of the client's leading personal care product in North America
- Sales dip due to the availability of extensive products from competitor brands
- Lack of consumer and retailer insights to launch new products

Benefits and outcomes of our engagement

- Provided insights on change in **consumer-buying** habits and preferences
- Provided recommendations on product modification to address **consumers concerns** while retaining customer satisfaction
- Redesigned the **customer value proposition** for the brand to remarket its product



Engagement

Assess consumers evolving preferences and retailer's insights for **product innovation**



SGA approach

- ⊗ Conducted exhaustive **primary research** and **desk research** on changing consumer behavior and lifestyle
- ⊗ Performed detailed analysis of **5 competitors** on parameters such as core products, product variants launched, product strategy, and pricing
- ⊗ Surveyed **2,500+ consumers** and **25 retailers** across regions to understand consumer food-buying habits and identify reasons for low consumption of client's products vis-à-vis its competitors
- ⊗ **Quantified consumer attitude** toward client's products through sentiment analysis and validated shift in consumer usage preferences through primary inputs
- ⊗ Mapped the consumer sentiments to identify **current gaps** in the brand offering