

Baby Care Product Analysis

- **How did the overall baby care market perform?**

The baby care industry saw a 3.2% increase in sales from 2022 to 2023, driven mainly by a 2.2% rise in average prices and a 1% growth in volume. These moderate gains are consistent with a market in its mature stage. Furthermore, the number of births in the region has remained stable, limiting opportunities for significant expansion. In this context, brands are largely competing for market share, often growing only by capturing customers from other brands.

- **Which were the *top 3 manufacturers* that sold at least 1,000,000 units and saw the highest growth?**

1. **ErusHealth Products** saw a remarkable 761% surge in sales. While their average prices dropped by 18%, likely stimulating demand, that wasn't the only driver. Using the slicers, we can observe that ErusHealth expanded their product line in 2023, notably by launching alcohol-based products. This strategic introduction clearly played a significant role in their impressive revenue growth.
2. **More Beauty** achieved an exceptional 212% increase in revenue. Typically, raising prices results in lower sales volume, but this company defied expectations. By slightly increasing prices and more than doubling the volume sold, they managed to nearly triple their revenue. The slicers highlight that the growth came almost entirely from Alcohol-Free products, as sales of PH Balanced items declined. Moreover, filtering by Brand shows that More Beauty shifted away from the Mors brand, with all growth now driven by Wipest — particularly due to the addition of a new 120-count product.
3. **SigmaKappaZeta Co.** ranks third with a 175% increase in revenue. Their decision to lower average prices by 17% helped fuel a dramatic 235% rise in volume sold. The launch of a new 120-count product and continued strong performance of their existing 72-count PH Balanced offering were key contributors to this success.

- **Analyze sales and volumes sold at the *Product Attributes* level? Which are the interesting insights from this aspect? What were the trends in average prices? Did an increase in prices correlate with lower sales?**
-
- **Alcohol-free products** outperformed other categories, showing a 20% increase in both sales and volume, with prices remaining unchanged.
 - **PH Balanced products** experienced a 1.7% drop in revenue, despite a 5.2% rise in average price.
 - **Sensitive products** achieved a 13% growth in sales, even though prices were reduced by 11%.
 - Products **without the Extra ProtectCare indication** saw a 6% decline in sales following a 2% price hike.

These trends suggest that, at the product attribute level, price increases often correlate with reduced sales performance. In contrast, products that maintained stable pricing or reduced their prices tended to perform better. This highlights a clear **price sensitivity** among consumers in this market and underscores the importance of considering **price elasticity** in strategic decision-making at the executive level.