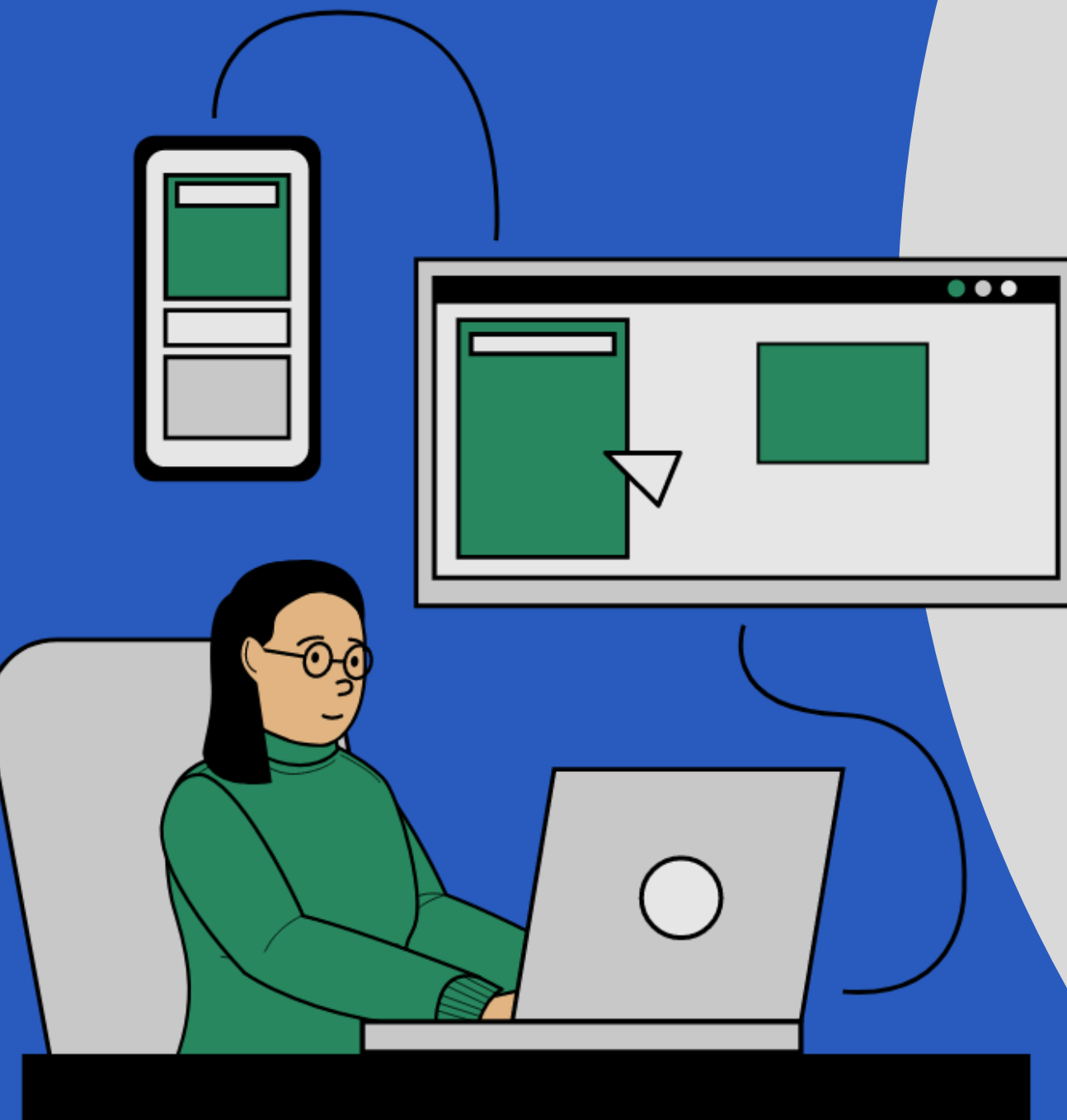




Cosmetic Market Analysis And Product Proposal

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Introduction

Our client is a leading provider of financial solutions for aesthetic treatments and wishes to venture into the cosmetic product industry.

In the last 5 years, the skincare and cosmetics industry has grown remarkably from the influence of social media. Increased consumer awareness has created high demand for procedures and products in this sector.

The global skincare market is projected to grow by 6.08% annually and the aesthetics market by 8.3% till 2030. It is an attractive sector for businesses seeking high revenue.

Objectives

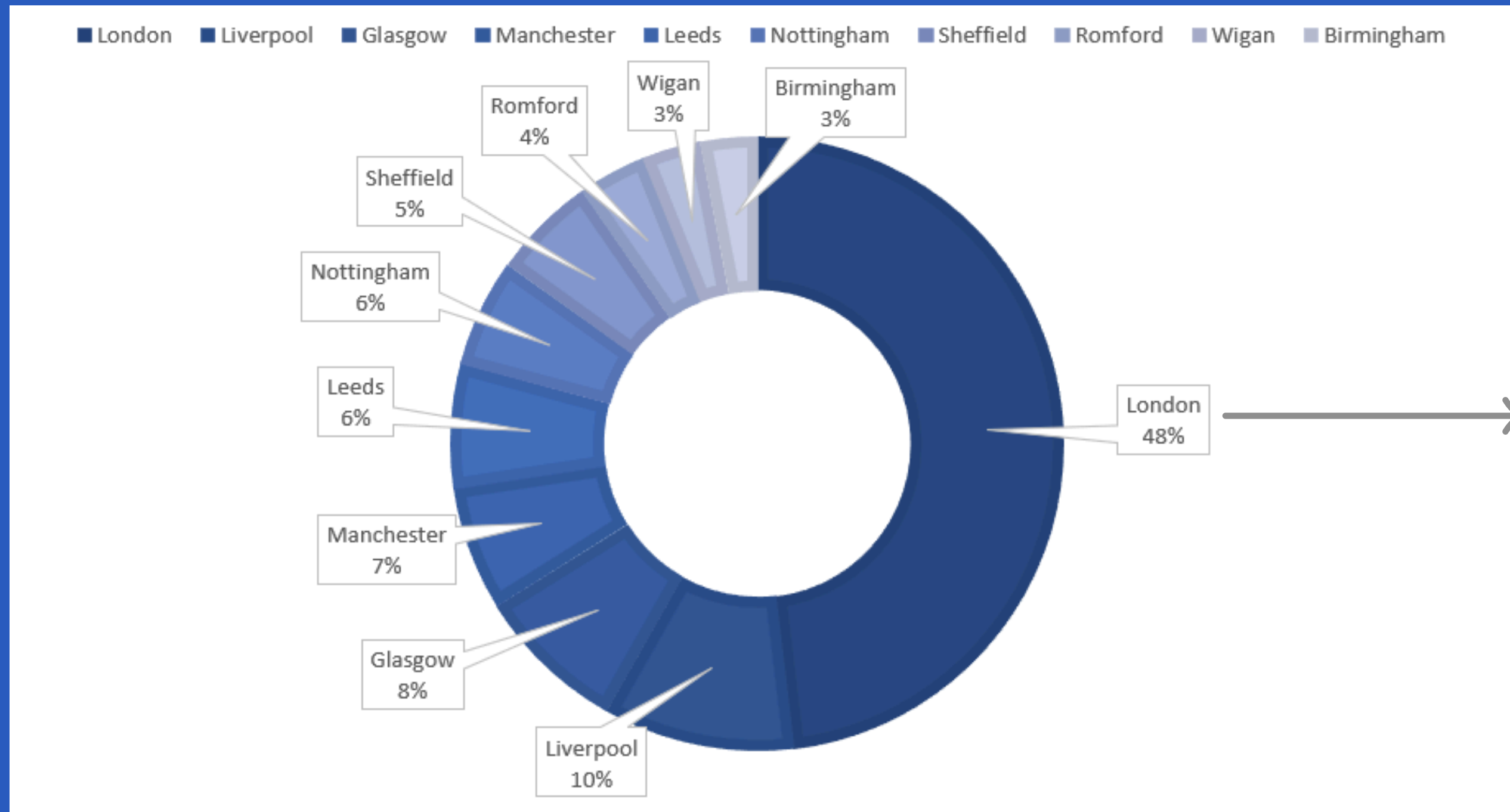
The objective is to provide a detailed analysis of the UK Cosmetics industry, aiming to identify opportunities for the diversification of the client's portfolio and scope out an ideal market with a good business opportunity.

- Region and Age Analysis
- Identifying Consumer Trends
- Marketing Strategy for New Products

Exploratory Data Analysis



TOP 10 CITIES WITH THE HIGHEST REVENUE



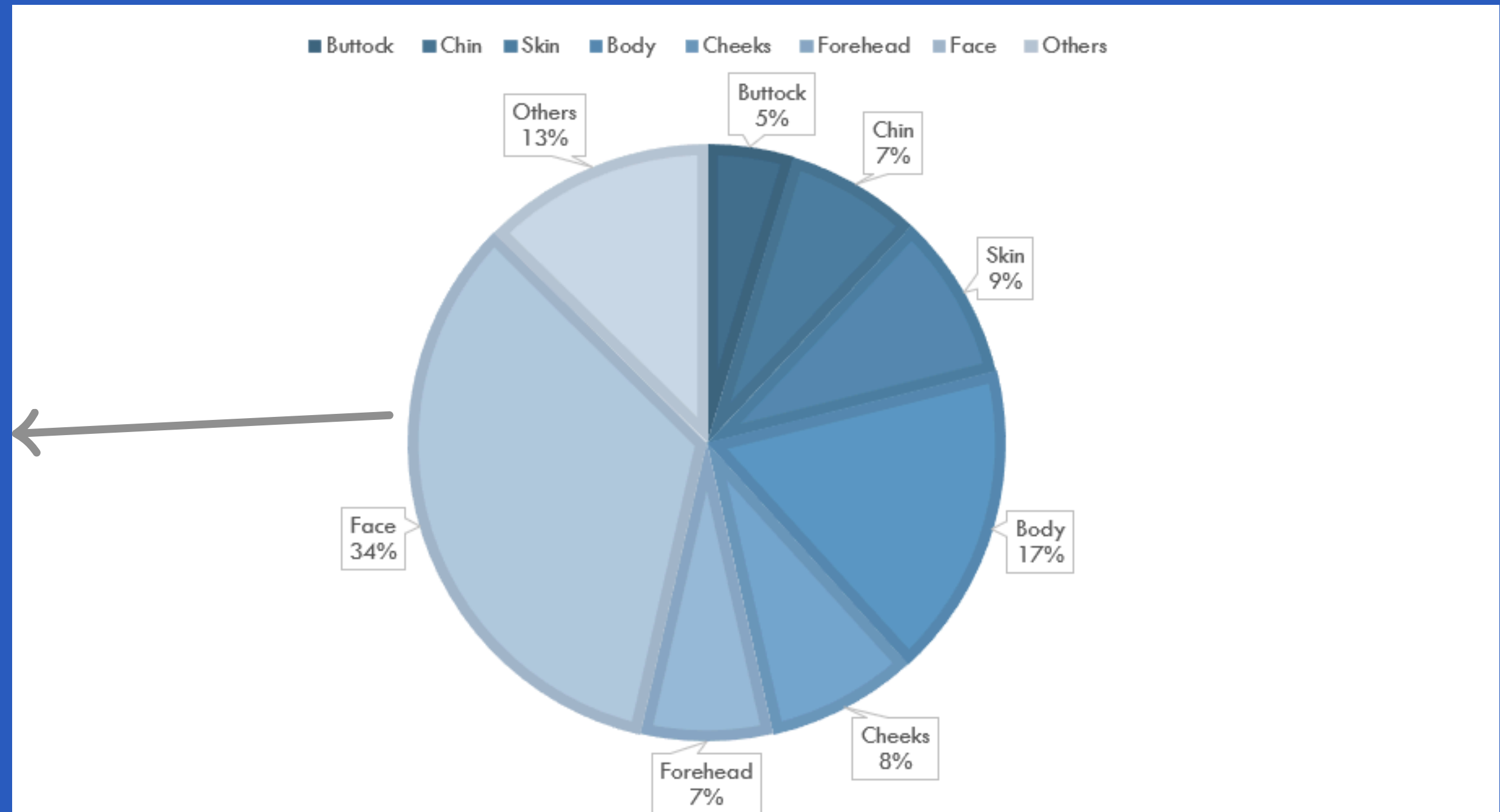
London
earns the
Highest
revenue by
a Landslide

Exploratory Data Analysis



● Number of Treatments taken For each Body Part

Most of the treatments were taken on FACE which was 860 total treatments.



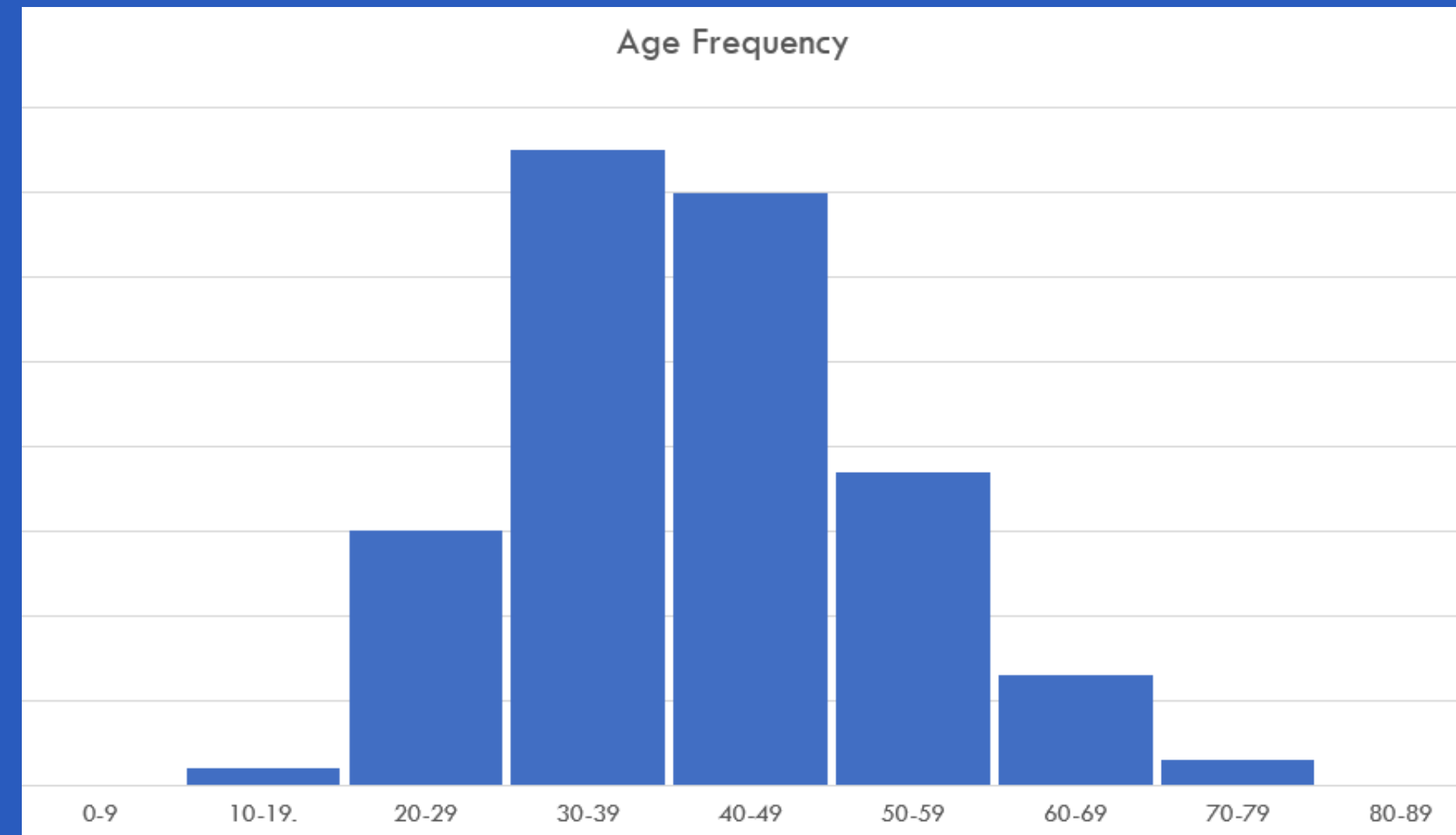
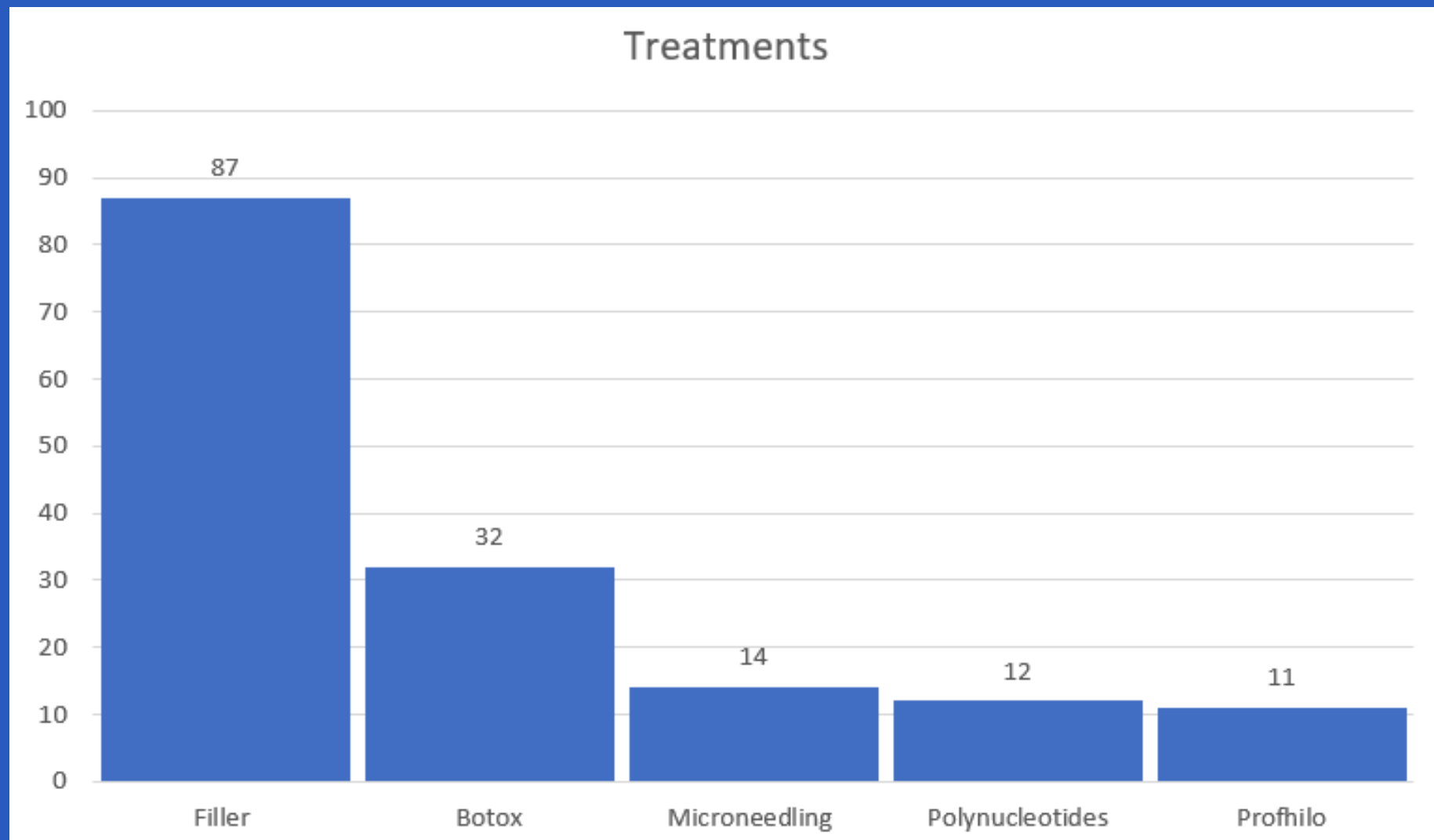
*Others includes 11 Body Parts which accounted for less than 2% of the total Treatements.

Exploratory Data Analysis



- Fillers were the majority of the treatment option opted by people who had something done to their face

- Ages from 30 to 49 had the most amount of Fillers for Face



Market Analysis



Dermal fillers are one of the most commonly performed non-surgical cosmetic procedures in the UK based on the data. They are mainly popular due to:

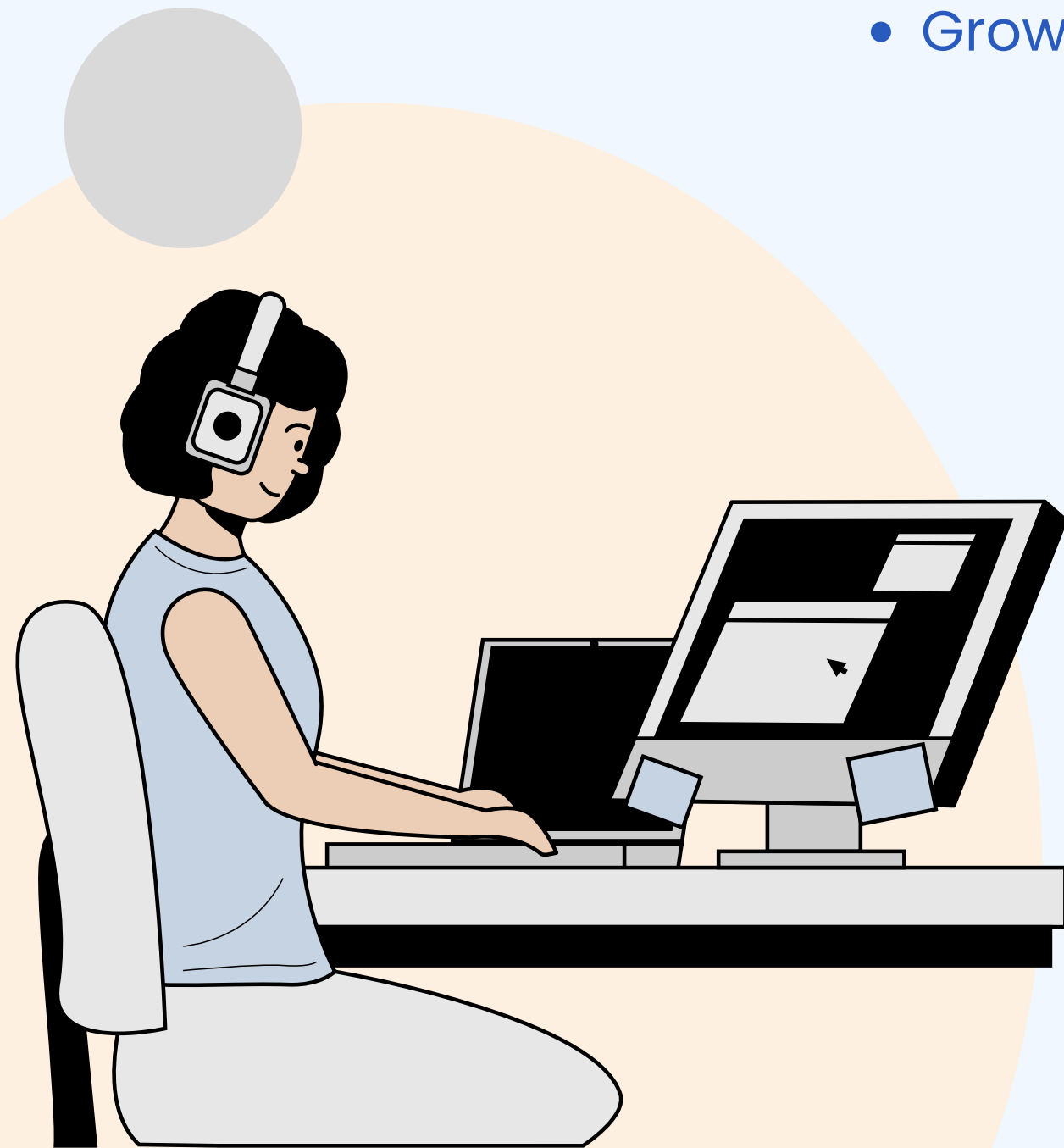
- Minimally Invasive
- Instant Results
- Growing Acceptance

The UK market for dermal fillers is robust and continues to grow due to increasing consumer demand:

- An aging population seeking anti-aging solutions.
- Rising awareness of cosmetic options and their safety.

The dermal filler market in the UK has demonstrated a steady growth rate of 8-12% annually, driven by:

- Technological Advancements
- Increase in Repeat Customers



Side Effects of Fillers

Immediate Effects:

- Swelling and redness (subsides in hours to days)
- Mild bruising at injection sites (fades in 1-2 weeks)
- Possible tenderness or discomfort

Short-Term Effects (First Few Weeks):

- Smooth, plump skin with reduced wrinkles
- Settling of filler in treated areas
- Sensitivity to touch or temperature changes

Long-Term Effects (Months to a Year):

- Longevity: 6-12 months (varies by filler type)
- Gradual breakdown and need for touch-ups

Competitive Analysis

Top Competitors in Post-Treatment Care:

- ZO Skin Health
- SkinCeuticals
- iS Clinical
- AlumierMD
- NeoStrata

What differentiates us?

- Leveraging Existing Customer Base – Customers trust our brand and are most likely to embrace our new product line.
- Sustainability – Our commitment to sustainability will make a difference in this market where synthetics and other less eco-friendly options dominate.

Product Line Proposal

Catering to the most sought out treatment – filler’s niche, a product line involving the following would be ideal:

- Lip Filler After-Care Kit – Lip specific cream or gel containing arnica and cica, to reduce swelling and bruising.
- Dermal Filler After-Care Kit – Facial cream or serum, cooling facial mask, and a mild face wash to reduce swelling, redness, and bruising.
- Nose Filler After-Care Kit – Arnica and cica enriched cream or gel to apply specifically to the nose area to target swelling, bruising, and discomfort at nose filler procedures.

KEY FEATURES

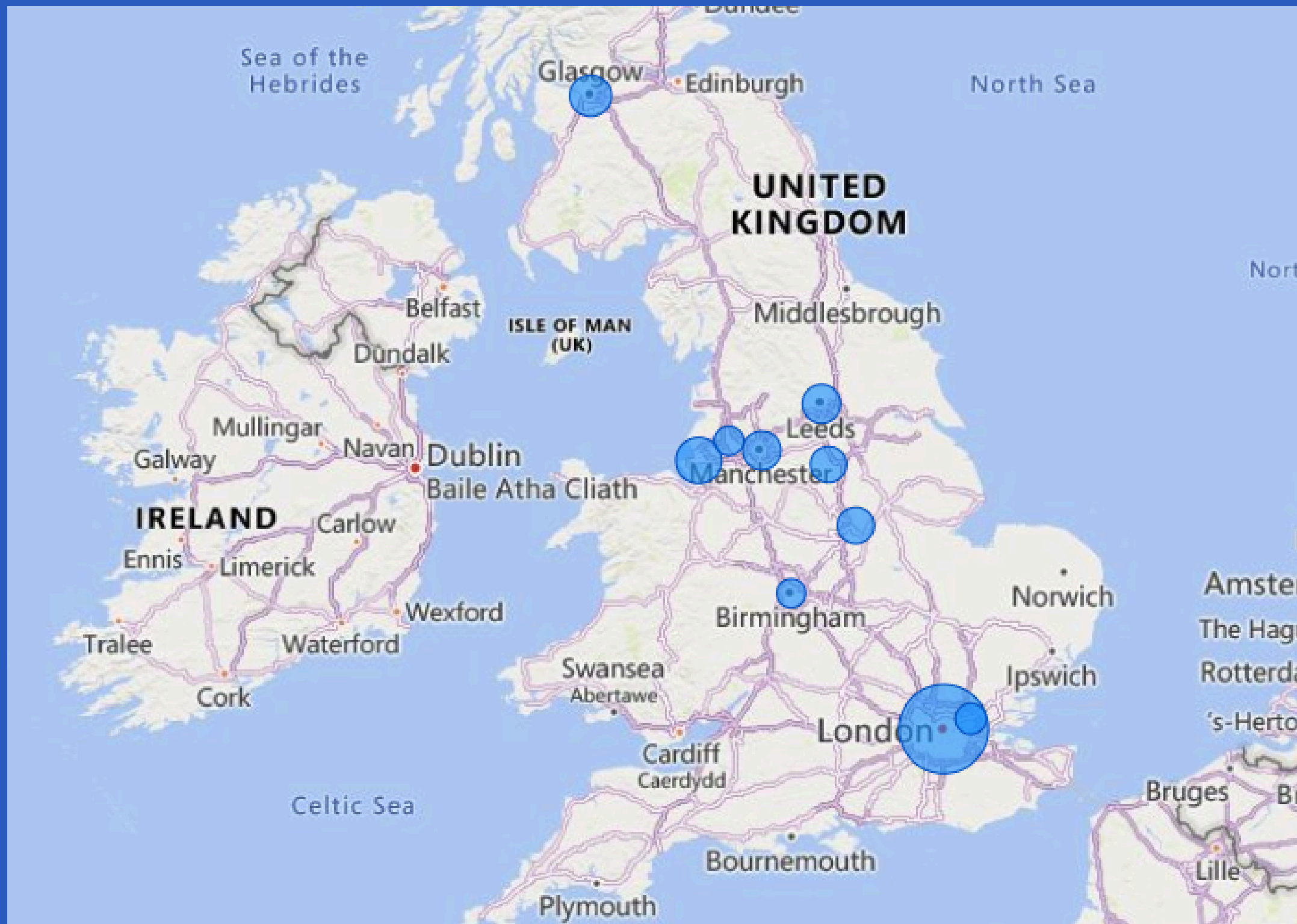
- Incorporating natural ingredients – Using ingredients like Cica (known for its healing properties) and Arnica (an anti-inflammatory herb) will attract environmentally sensitive customers.
- Using Sustainable Packaging – Consumers are now more concerned with sustainability and eco-friendly products. By highlighting the use of eco-friendly practices, our company can be differentiated in the market.



Marketing Strategy

- **Influencer Partnerships** – We can engage the green influencers with our products. By utilizing the reach and credibility of such influencers, we will be able to amplify the brand message, appealing to an audience much bigger than ourselves.
- **Strategic Partnerships** – We can partner with cosmetic treatment providers to our loan clients. Where clients can get discounts on our after-care products after they undergo treatment through our loans.
- **Geographical Focus** – Since majority of our revenue is generated from North England and London, an extensive sales promotion in these locations would be ideal.

Geographical Focus



Since majority of
our revenue is
generated from
North England and
London
We Should start by
promoting our
products primarily
in these regions

CONCLUSION

The growing UK cosmetics market presents a clear opportunity for innovative post-treatment care products.

The surge in dermal fillers highlights a demand for solutions that address side effects like swelling and bruising.

Our proposed product line, featuring natural ingredients such as arnica and cica, offers a unique, eco-friendly solution tailored to customer needs.

By leveraging market trends and sustainable practices, we can establish a strong and competitive brand presence while meeting evolving customer demands.

Focusing on high-potential regions like London and Northern England, combined with strategic partnerships and influencer collaborations, can prove to be a success venture.

Thank You!

