

Market Analysis

Market Trend in 2030

The market is driven by rising hair-related issues and expanding fashion industry trends.



Growing demand for professional products and wider salon service adoption worldwide will drive market growth in the coming years.

Pain Point

Consumer demand for at-home hair oil usage, but there's minimal awareness of Paris Kérastase products.

Objective

Develop the hair oil market, enhance consumer recognition of the Paris Kérastase brand.



Hair health



Consumer Analysis



dry/damaged hair care

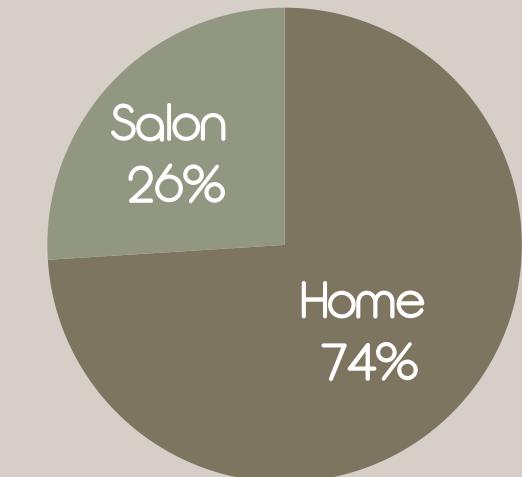


Caring for long or curly hair

KéraNano Glimmer wand

Market Research

-with hair oil usage

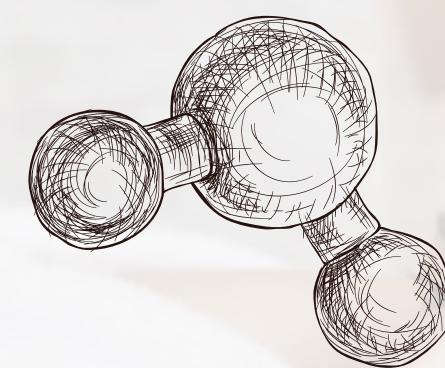
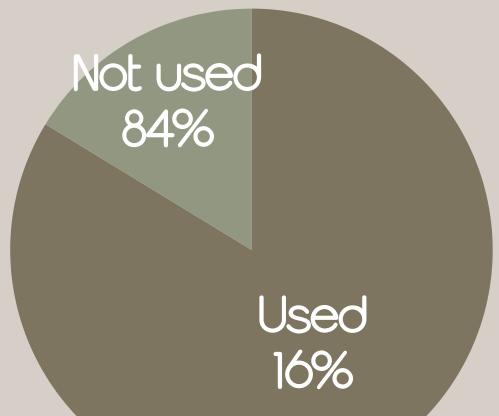


Home
6.36 million people prefer home hair care

Salon
2.26 million people prefer salon hair care

Used
1.4 million people have used Kérastase Paris products

Not used
7.22 million people have not used Kérastase Paris products



Micro-Molecule Infusion: Nourishing Deeper Hair Layers



Providing consumer Salon-level hair care at home



Boosting brand exposure through the use of Paris Kérastase hair oil



Key Insight

Big Idea

Product Introduction



KéraNano Glimmer wand uses micro-molecule infusion to break down large molecules, atomizing oil directly.

Smaller molecules penetrate deep into the hair, supplying essential nutrients.



KéraNano Elixir is tube-shaped, featuring a groove for easy capsule insertion.



The button is of the press-down type

How?



"Cleansing the Scalp and Hair"

Choose the appropriate Paris Kérastase shampoo and conditioner based on your scalp's needs to achieve a clean hair wash and repairing damaged hair.



"Drying Hair"

"Wrap your hair in a towel and gently pat or squeeze to absorb excess water before blow-drying."



"Use KéraNano Glimmer wand and KéraNano Elixir."

Enhance the absorption of hair oil for better effectiveness.

KéraNano Elixir



Paris Kérastase's top 3 hair oils now available in KéraNano Elixir to various hair types for convenient.

★ Single-Dosage use

★ Easy Storage



Top1

Top2

Top3



Paris Kérastase's Top 3 most popular hair oil

Promotion

Launch Strategy

1

Technology Demonstrations and Educational Events

Host workshops or online sessions to demonstrate how to use KéraNano Glimmer wand.

2

Personalized Recommendation Services

Offer personalized consultations or online assessments for tailored hair oil recommendations based on hair type, needs, and habits.

3

Word-of-Mouth Promotion and Social Media Marketing

Encourage customer reviews and stories via events and social media. Build trust and awareness for the technology, attracting more consumers.



Feasibility Analysis

- Fermi Estimation

"AOI"

We anticipate a 4.6% growth in the first year, capturing a user base of 2.88 million.

"Technology"

Market is ready with suitable equipment, enough infrastructure, and the right technical expertise.

"Operational Assessment"

Survey suggests a 75% consumer interest in buying the product, indicating strong potential appeal.

