

# Strategic Market Entry: High-Margin Skincare Analysis

Identifying Opportunities in a Saturated Market.

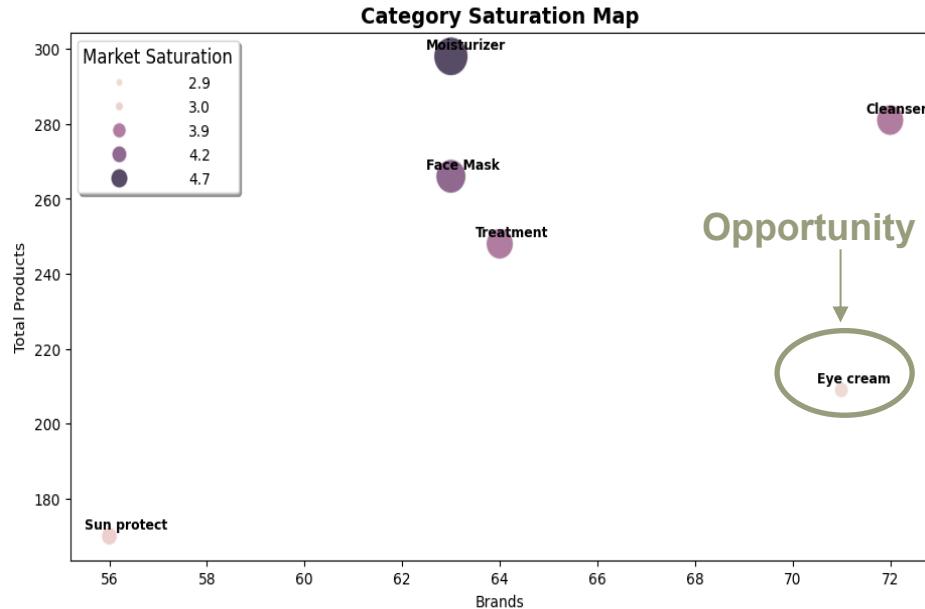


# Category Saturation

**Eye Creams Offer the Highest ROI: Low Saturation, High Price Points.**

The general skincare market is oversaturated with low-margin commodities (Moisturisers/Cleansers).

| Type        | AVG Rating | AVG Price |
|-------------|------------|-----------|
| Moisturiser | 4.2        | 69.09     |
| Cleanser    | 4.3        | 32.60     |
| Face Mask   | 4.2        | 42.62     |
| Treatment   | 4.2        | 79.18     |
| Eye cream   | 3.8        | 63.60     |
| Sun protect | 4.1        | 45.91     |



# Categories Analysis: Target Price Range

## Luxury Consumers Show Higher Satisfaction

Most products priced at \$75 – 125, anything higher than the range are paying for the brand recognition

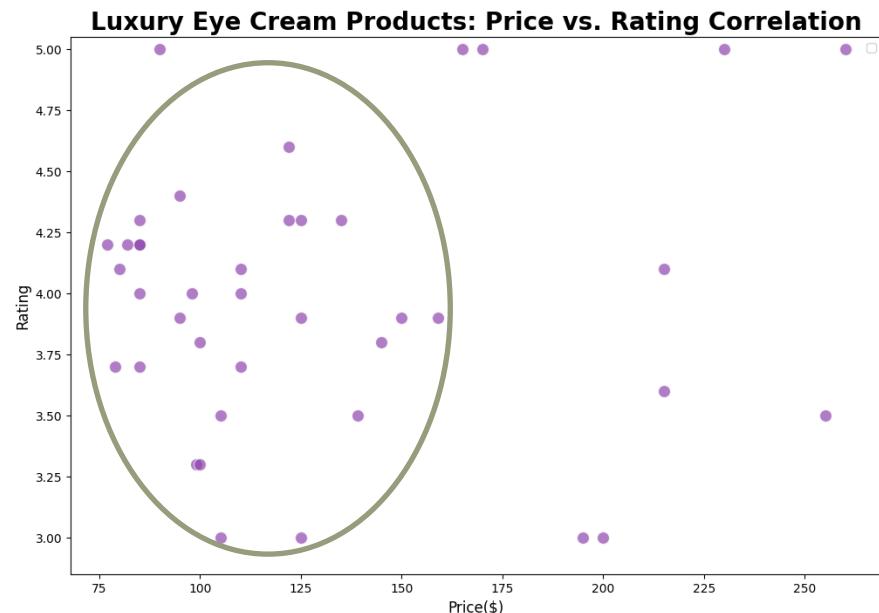
### Price Segment\* vs Ratings for eye creams only

\*Budget: <80% average category product price

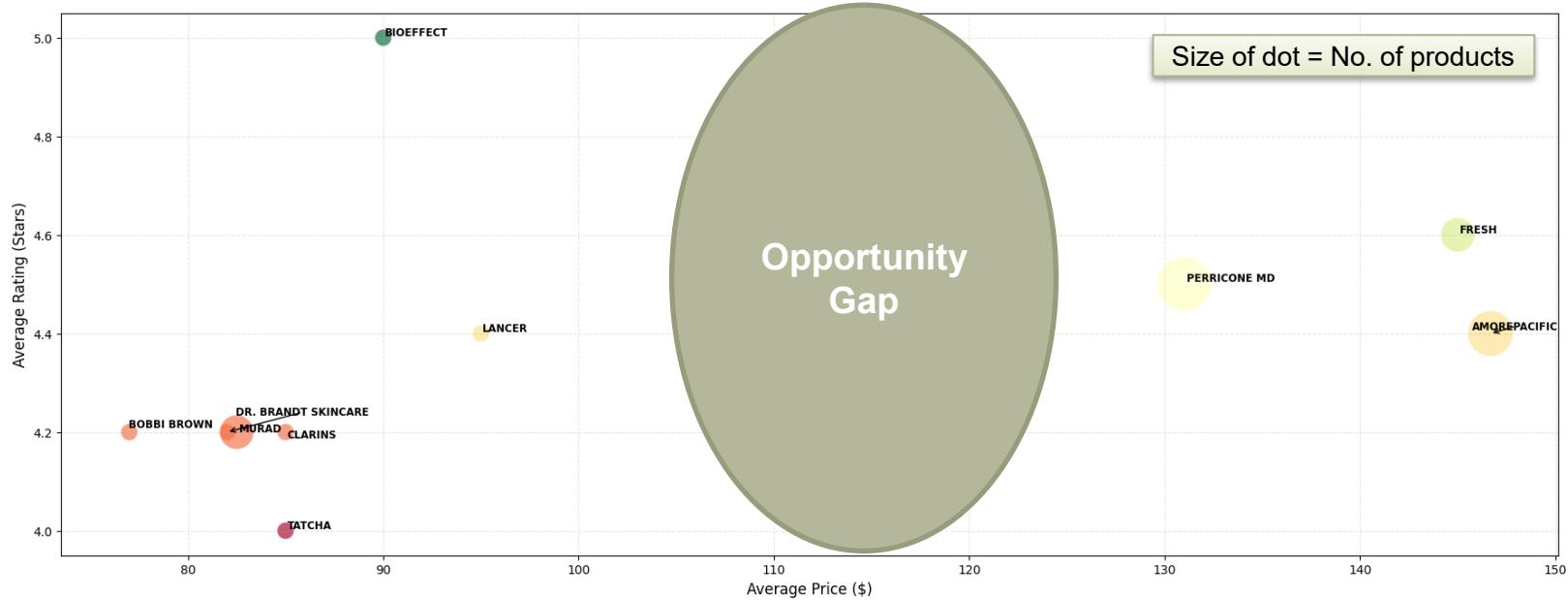
Premium: >80% - 120% average category product price

Luxury: >120% average category product price

| Price Segment | Total Products | Average Rating | Average Price |
|---------------|----------------|----------------|---------------|
| Luxury        | 40             | 3.98           | 130.30        |
| Premium       | 67             | 3.78           | 65.24         |
| Budget        | 102            | 3.75           | 36.37         |

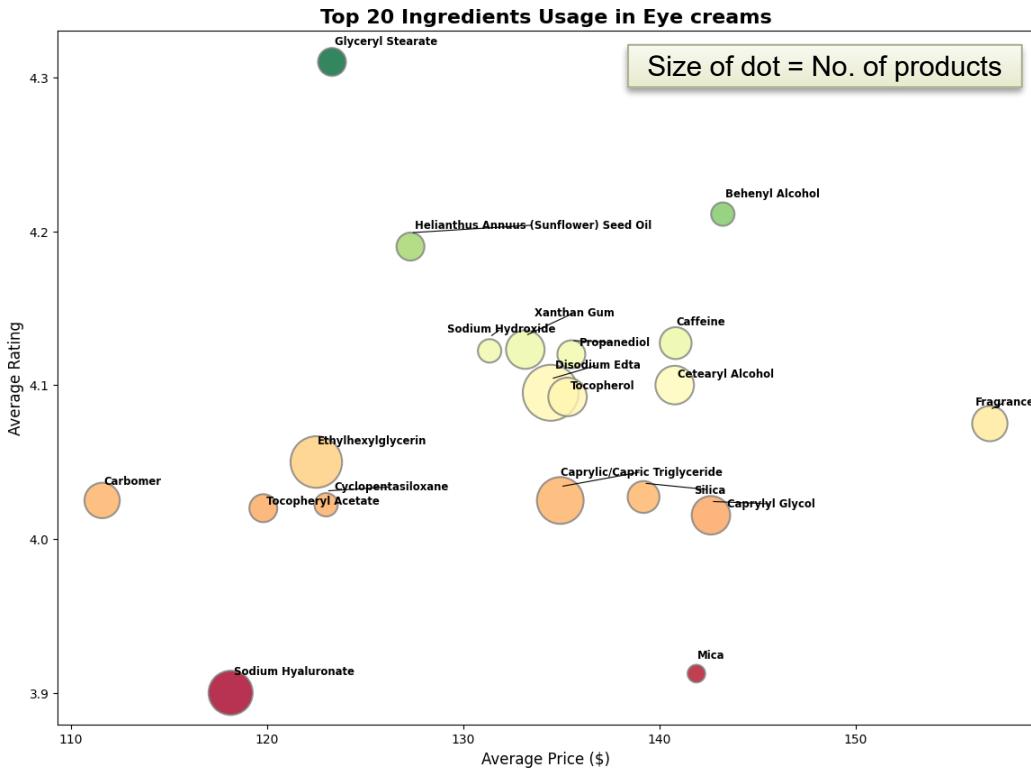


# Luxury Eye Cream: Competitors Analysis



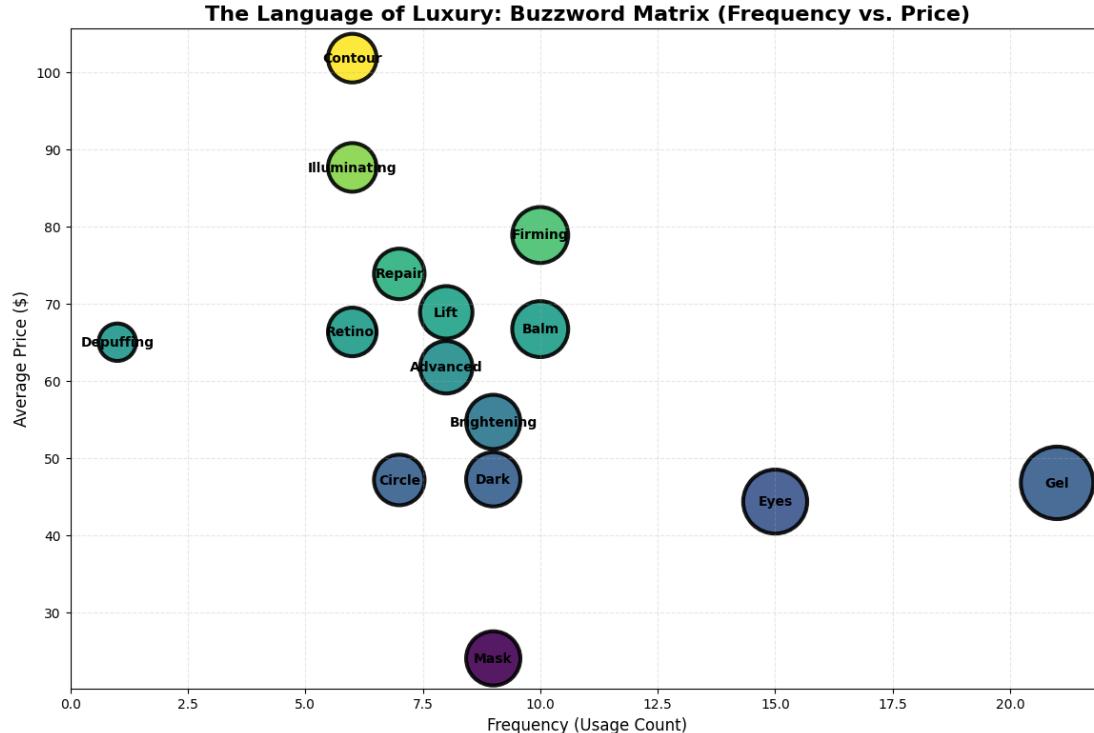
Market Gap: Price Range From \$100 to \$130 with High-Efficacy Formulation

# Competitors Rely on Cheap Fillers



- Top 5 ingredients are exclusively texture modifiers and preservatives.
- No actives found in the primary dominant clusters

# Naming Strategy



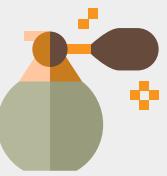
- The word 'Gel' correlates with a \$20 price drop.
- The word 'Firming' and Illuminating correlates with a \$30 premium.
- Action: Texture of the eye cream should avoid gel and target Firming or Illuminating for marketing claim.

# New Launch Proposal: Starting Point



## Potential Competitor

Bioeffect:  
High Rating And Low Cost



## Price Points

Luxury: \$100 - 130



## Formulation

Involve Active Ingredients And  
Avoid Gel Texture



## Marketing Claims

Illuminating, Firming, Lift, Repair