

# Strategic Market Entry: High-Margin Skincare Analysis

Identifying Opportunities in a Saturated Market.



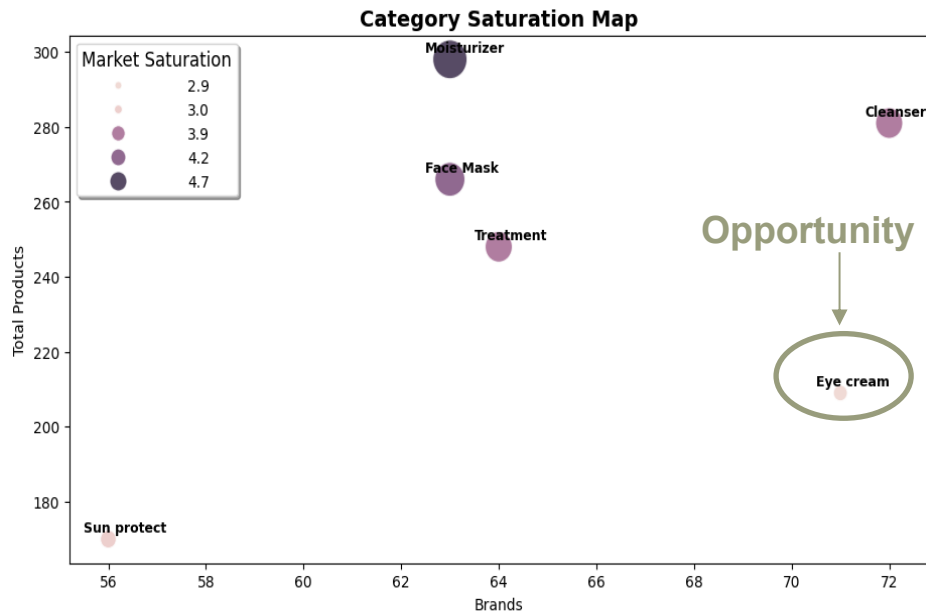
Dataset: 'Sephora skincare products' from Kaggle

# 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

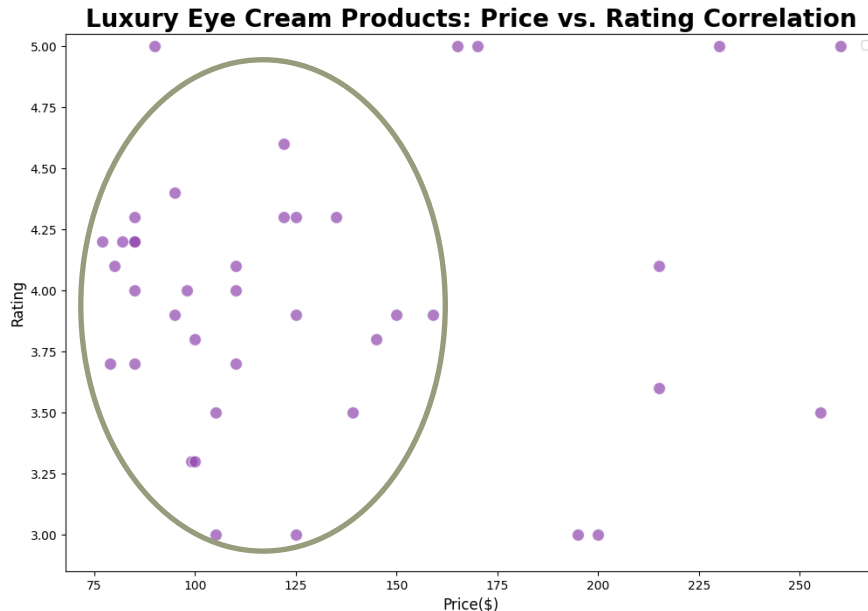
### Price Segment\* vs Ratings for eye creams only

\*Budget: <80% average category product price

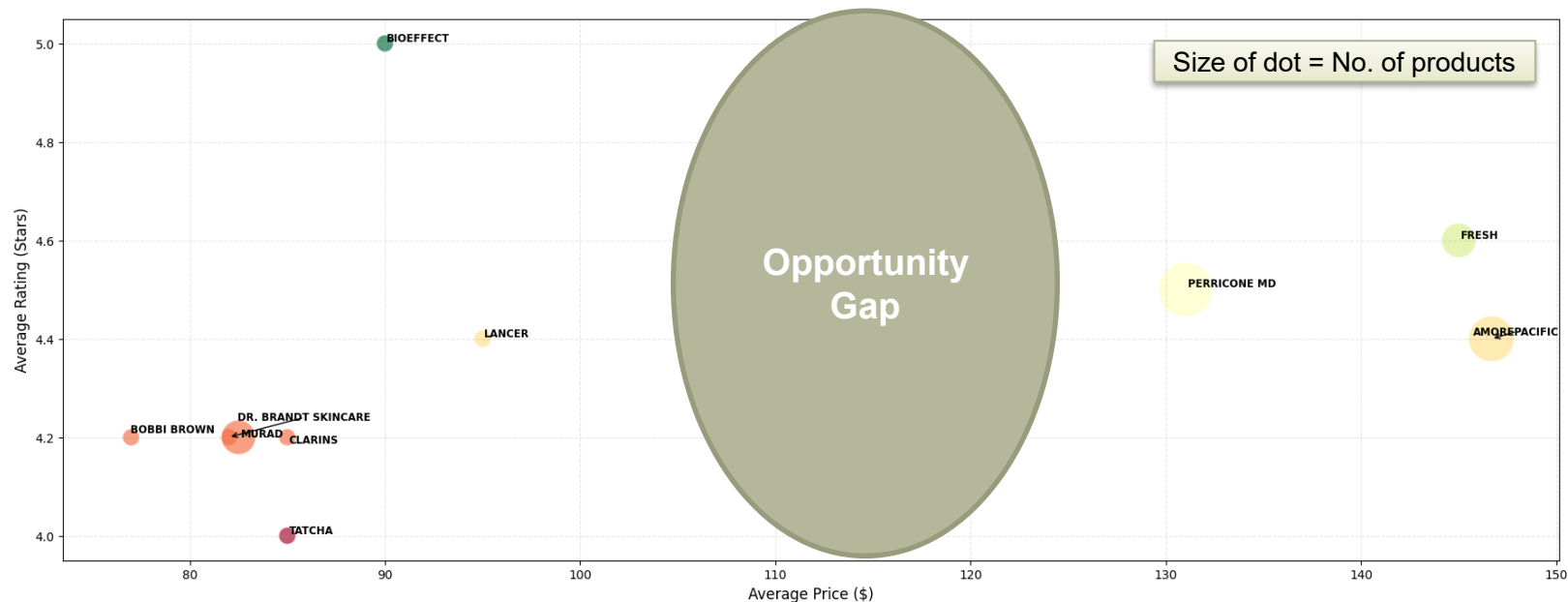
Premium: >80% - 120% average category product price

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

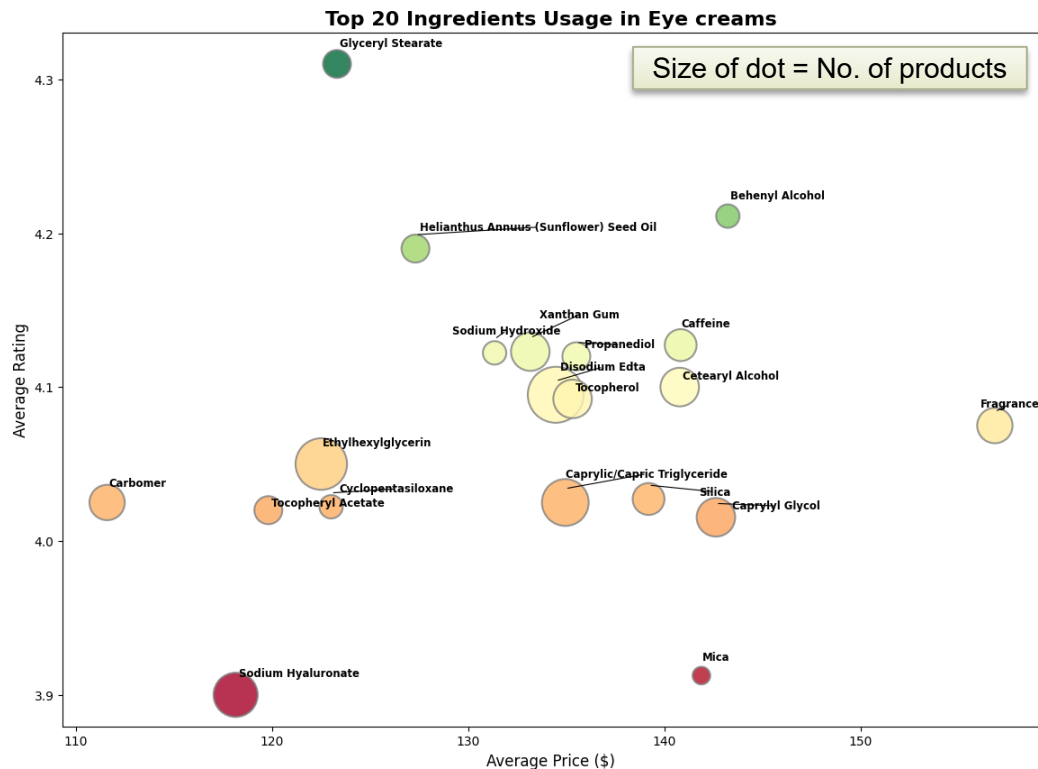


# Luxury Eye Cream: Competitors Analysis



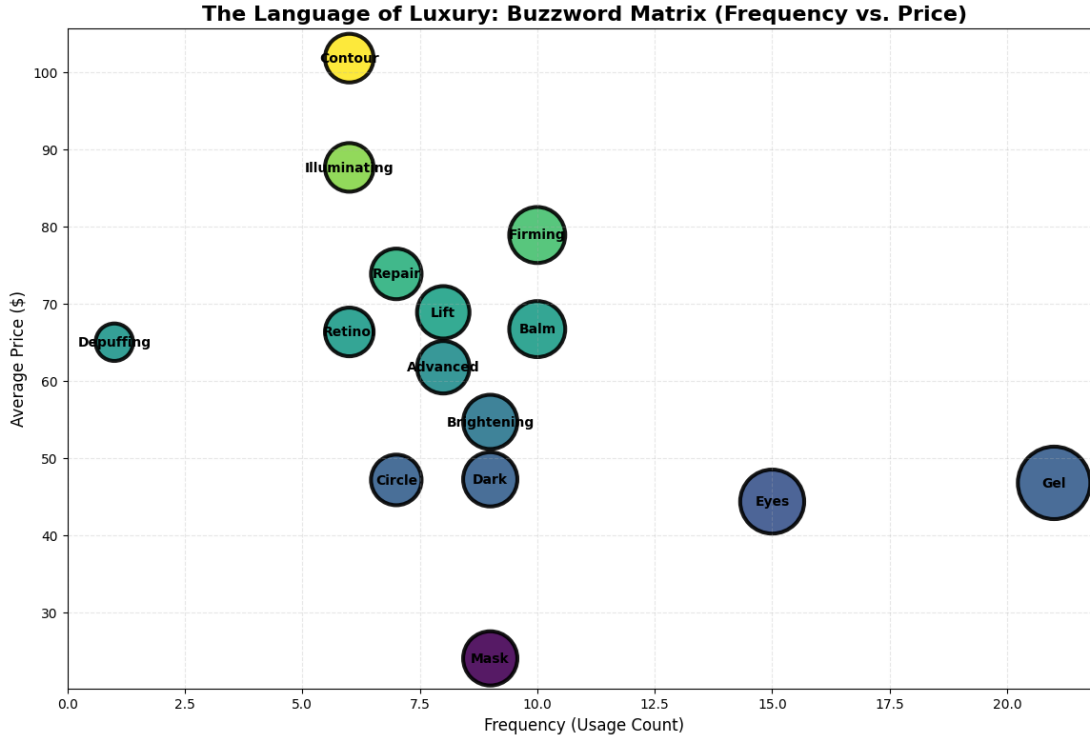
**Market Gap: Price Range From \$100 to \$130 with High-Efficacy Formulation**

# Competitors Rely on Cheap Fillers



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

# Naming Strategy



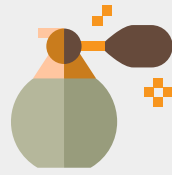
- The word 'Gel' correlates with a \$20 price drop.
- The word 'Firming' and Illuminating correlates with a \$30 premium.
- Action: Texture of the eye cream should avoid gel and target Firming or Illuminating for marketing claim.

# 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