



Marketing Analytics Phase 1 Sunscreen

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Business Problem

Sunscreen continues to be one of the most versatile products in the market, with sun care products rising in market share after a dip in 2020 due to the COVID pandemic. Currently, with a market share of \$1.98 Billion USD and current outlook of 2.42%, the market for sunscreen continues to grow with a variety of consumers all over the United States.

Sunscreen comes in with a variety of users – those heavily into skincare and fashion, older generations who want to stay safe, sports enthusiasts and athletes, etc. With focus growing on the awareness of skin cancers and other health problems, increased global warming and climate changes, as well as a growing population getting heavily into skin care and taking care of yourself at a young age, the market and importance for sunscreen continues to grow.

Sunscreen is highly versatile, with many different ingredients and types of sunscreens sold, as well as many competitors in the higher and lower end of price points selling to different markets. Users look for a product which may help with skin care as well, holding ingredients such as niacinamide and hyaluronic acid. They may also look for different types of sunscreens, such as gel based, water based, mineral based, etc. Men may be looking for a sunscreen which may be stronger for sports and outside activities, while some may be looking to start taking care of their skin without the fluff. This allows for a large market with niches that may not have been tapped in yet.

Our business focuses on developing and promoting a new type of sunscreen for a niche market that is more effective, easier to use, and appealing for that persona. Given the dangers of skin cancers and that a large majority do not use sunscreen regularly or correctly, our brand aims to create a product for the niche which would be marketed as such.

Associative Industries

Currently, sunscreen plays a vital part in multiple industries. Starting with the make-up industry, sunscreen has been gaining a bigger role day by day, with it becoming one of the most essential parts of any person's beauty routine. Multiple types of sunscreens exist, going from non-greasy to matte based to even sunscreens with a hint of tint, allowing for a natural look. Next, the sports industry has always been an avid user of high SPF sunscreens to allow for a safe way for athletes to stay out in the sun without getting burnt. Cricket, surfing, all the way to footballers and tennis players, all wear sunscreens. Medical grade sunscreen is also present, being different from OTC sunscreens with the amount of active ingredients, allowing for more intense sun protection as suggested by a doctor.

Competitors

1. **Beiersdorf AG:** Beiersdorf AG owns the Nivea brand, which offers a range of sunscreens with different SPF levels and formulas for various skin types. Their products include Nivea Sun Protect & Moisture Sun Lotion, Nivea Sun UV Face Q10 Anti-Age & Anti-Pigments, and Nivea Sun Kids Swim & Play Sun Lotion.
2. **Groupe Clarins:** Groupe Clarins owns the Clarins brand, which offers a range of sunscreens for the face and body. Their products include Clarins Sunscreen Care Milk-Lotion Spray, Clarins Sunscreen Stick SPF 50+, and Clarins Sunscreen Multi-Protection SPF 50+.

3. **Johnson & Johnson:** Johnson & Johnson owns the Neutrogena and Aveeno brands, which offer a range of sunscreens with different SPF levels and formulas for various skin types. Their products include Neutrogena Ultra Sheer Dry-Touch Sunscreen, Aveeno Positively Mineral Sensitive Skin Sunscreen, and Neutrogena Beach Defense Sunscreen Spray.
4. **L'oreal:** L'oreal offers a range of sunscreen products under various brands, including the L'Oreal Paris Sublime Sun Advanced Sunscreen and the La Roche-Posay Anthelios Ultra-Light Fluid Facial Sunscreen. These products are formulated with a variety of ingredients to provide broad-spectrum protection against UVA and UVB rays while also addressing various skincare concerns.
5. **The Estee Lauder Companies Inc.:** The Estee Lauder Companies Inc.'s Clinique brand offers a range of sunscreen products, including the Clinique Super City Block SPF 40 and the Clinique Pep-Start Daily UV Protector. These products are designed to provide protection against UVA and UVB rays while also providing other benefits such as oil control and hydration.
6. **Burt's Bees:** Burt's Bees offers a range of sunscreen products, including the Burt's Bees Renewal Day Lotion with SPF 30 and the Burt's Bees Baby Nourishing Mineral Sunscreen. These products are formulated with natural ingredients to provide broad-spectrum protection against UVA and UVB rays while also moisturizing and nourishing the skin.
7. **Bioderma Laboratories:** Bioderma Laboratories offers a range of sunscreen products, including the Bioderma Photoderm Max Spray SPF 50+ and the Bioderma Photoderm BB Cream SPF 50+. These products are formulated to provide high-level protection against UVA and UVB rays while also offering other benefits such as hydration and coverage.
8. **Unilever:** Unilever's brands, including Dove, offer a range of sunscreen products, including the Dove DermaSeries Face Cream SPF 15 and the Dove Men+Care Sport Active+Fresh Sunscreen. These products are designed to provide protection against UVA and UVB rays while also providing other benefits such as hydration and sweat resistance.

Techniques

For our sunscreen brand, we will be applying the marketing analytic methods of:

1. **Segmentation:** With our survey, we will be creating different personas to understand what kind of users are currently out there. The survey will allow us to get a real insight into the users and we will be able to choose a niche we plan to target with our product with the help of segmentation.
2. **Positioning:** Understanding our competitors on different characteristics such as “greasy”, “non greasy”, “light weight”, “tinted”, “heavy duty”, etc and understanding where our survey answers place preferences, combined with our personas will allow us to effectively choose a market area with characteristics that have not been tapped in yet, and which persona would use it so that we can effectively market it to them.

OR

Conjoint Analysis: Understanding our competitors on what they offer and what our survey answers show as the customers valuing the most will allow us to create an ideal

product. Taking this product and picking a niche to market it to, while understanding what our competitor offer in the same realm will allow us to effectively create and market a sunscreen to our chosen niche.

Survey Design

1. Segmentation:
 - Demographic data: age, gender, income, and education of sunscreen users.
 - Psychographic data: attitudes, beliefs, values, and lifestyles of consumers. collect data on consumers' attitudes toward sun protection and outdoor activities.
 - Behavioral data: consumers' buying habits, such as where they purchase sunscreen, how often they purchase it, and what types of sunscreen they buy.
 - Product usage data: information on how consumers use sunscreen, such as how often they apply it, where they apply it, and what level of SPF they prefer.
 - Geographic data: where consumers live and where they use sunscreen, such as whether they live in a sunny or shaded area, or whether they use sunscreen primarily for outdoor or indoor activities.
 - Brand preference data: information on consumers' preferences for specific sunscreen brands, including factors such as price, quality, and brand recognition.
2. Positioning:
 - High SPF vs. Low SPF, high price vs low price, broad-spectrum protection against both UVA and UVB rays, formula, texture – thin vs heavy product, clean vs. toxic, premium vs. Mass market,
3. Conjoint analysis:
 - Attributes: SPF level, water resistant / not water resistant, type – lotion, stick or spray, price

Levels	SPF Level	Water Resistance	Type	Price
Level 1	0	Water Resistant	Lotion	\$5-\$10
Level 2	15	Not water resistant	Stick	\$11 - \$20
Level 3	30		Spray	\$21+
Level 4	50			

Competitors	SPF Level	Water Resistance	Type	Price
Beiersdorf AG				
Groupe Clarins				
Johnson & Johnson				
L'oreal				

The Estee Lauder Companies Inc.				
Burt's Bees				
Bioderma Laboratories				
Unilever				