

Vitamin C Serum Product Launch Strategy

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Outline

- Market Landscape
 - \$1.28M/month in sales
 - 75 products on market
 - Top 25% of sellers make up \$0.85M of sales, ~66%
- Competitor Analysis
 - Suggest setting price at \$20-\$40
 - Expect monthly revenue of \$10K - \$31K
- Title Strategy
 - 30 words
 - Include bottle size
 - Popular words include
 - Ferulic acid, Hyaluronic acid, Brightening, Anti-Aging
 - [Product Line] Vitamin C Serum for Face with Ferulic Acid, Hyaluronic Acid, and Vitamin E | Skin-Brightening and Anti-Aging Serum 1.2 oz

Data Scraped from Amazon US

- For September 2023
- Includes price, sales in last month, rating, title, url



SKIN DEVA 20% Vitamin C Serum for Face with Vitamin E Plus Ferulic Acid Skincare Serum 1 fl oz 30 ML
Rejuvenates Skin to Fresh & Neutralizes Free Radicals to Brighten Even Vitamin Serum

[Visit the SKIN DEVA Store](#)

4.3 ★★★★★ 958 ratings | [Search this page](#)

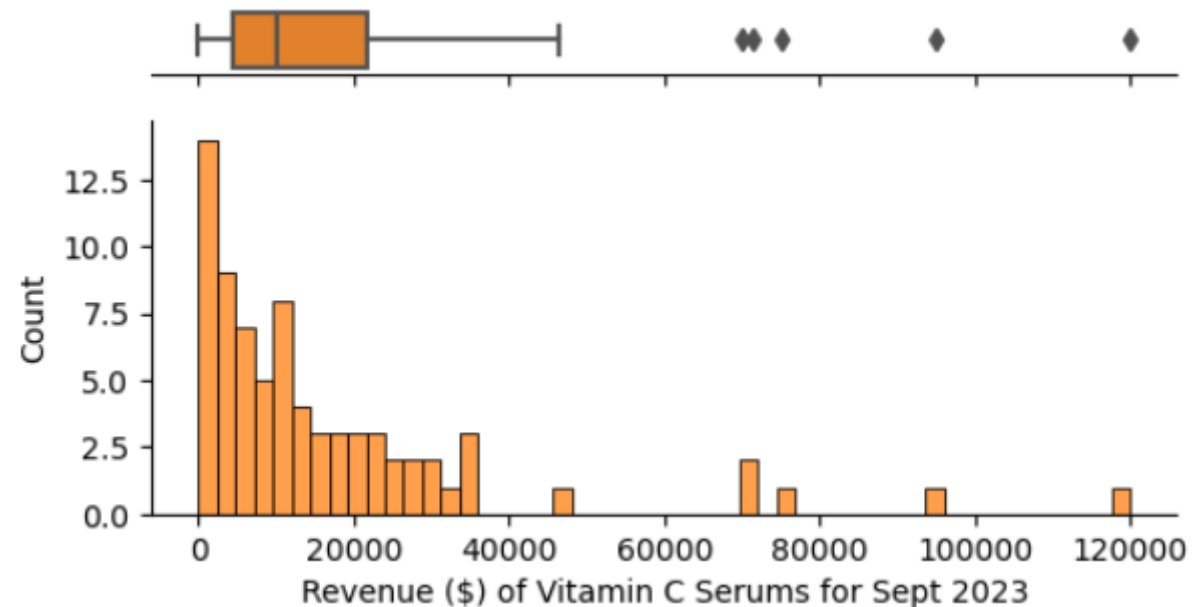
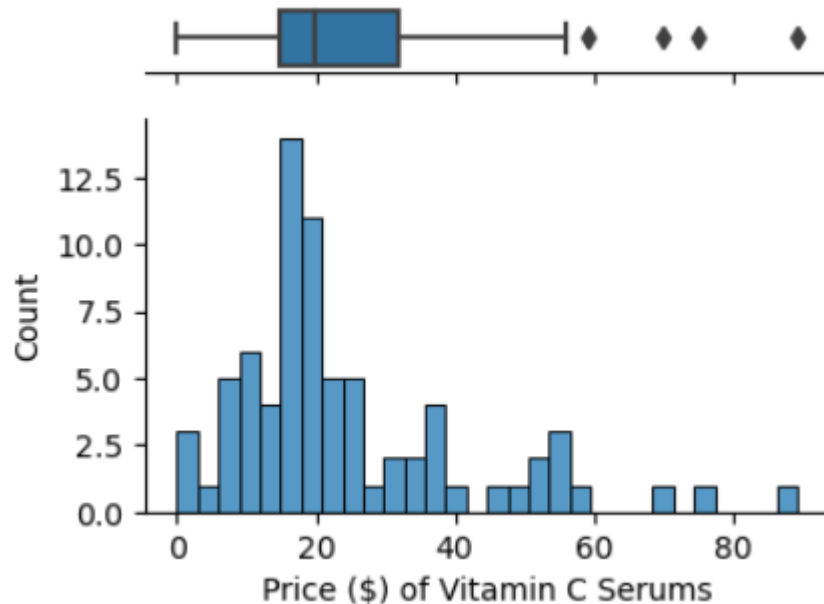
2K+ bought in past month

Price: **\$19.99** (\$19.99 / FL. Oz)

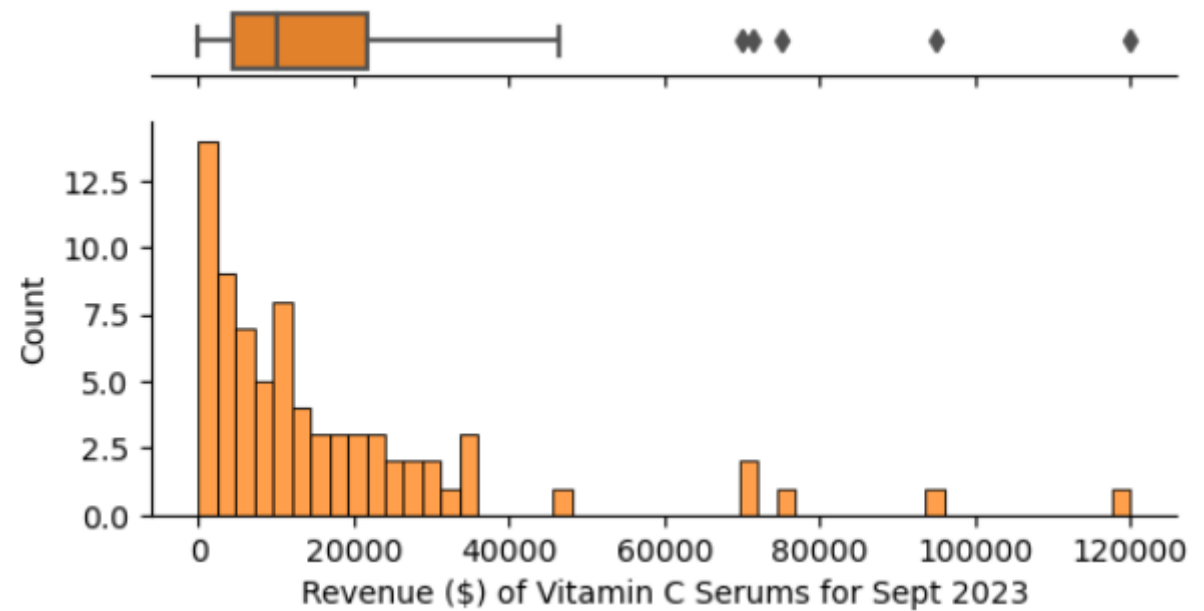
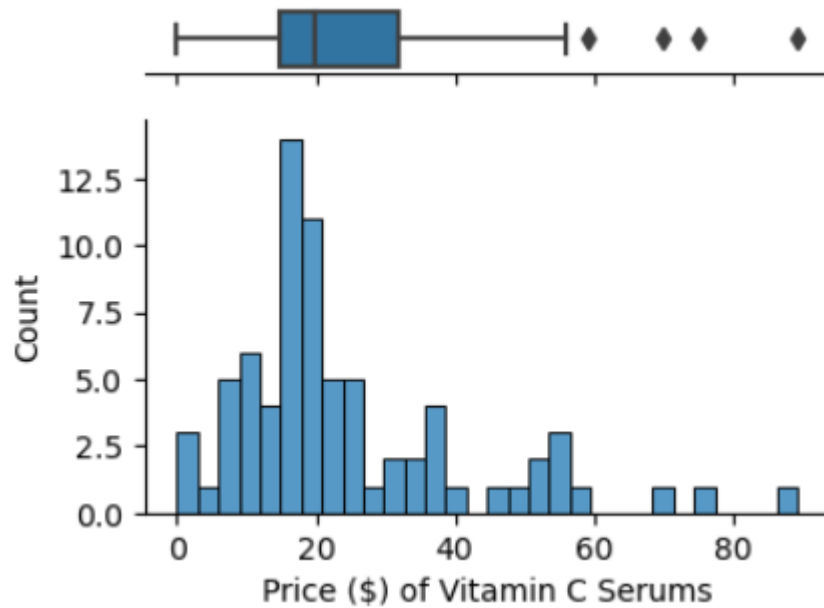
[FREE Returns](#)

Vitamin C Serums Total Sales \$1.28M/month

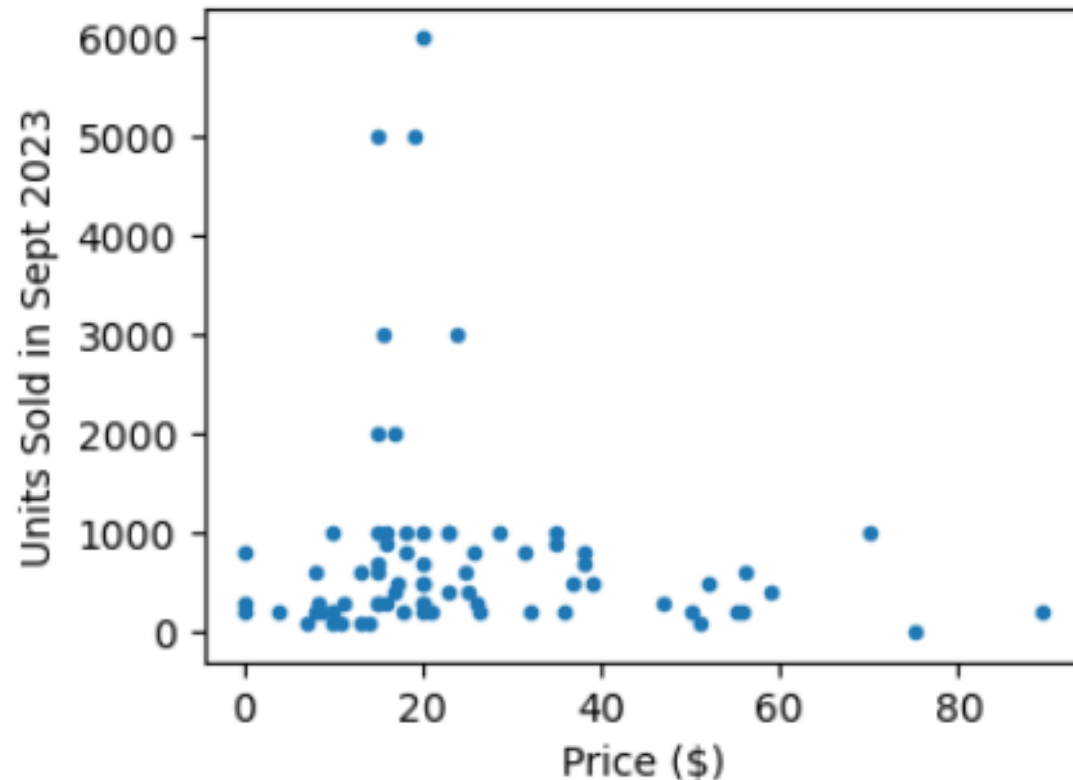
- 75 Products on market
- Top 25% of sellers take home \$0.85M, or 66% of monthly revenue
 - Mean price is \$32.32
 - Median revenue is \$31,500



Expect Between \$10,000 and \$31,500 in Revenue



Sales are not correlated with Price;
Suggest Pricing between \$20-\$40



- Majority of products priced between \$0-\$40
- No trend in sales within this range
- As a premium product, want to price above the median (\$20)
- Pricing beyond \$40 may impact sales

Attract Customers by Emulating Titles of Successful Products

- Top 25% of sellers with price between \$20-\$40
- Analyzed titles using TF-IDF (Term Frequency – Inverse Document Frequency)
 - Identifies words/phrases in the titles of successful products by comparing them to the words/phrases found in other products
- Positive Example:
 - SKIN DEVA 20% **Vitamin C Serum for Face with Vitamin E Plus Ferulic Acid** Skincare Serum **1 fl oz 30 ML** Rejuvenates Skin to Fresh & Neutralizes Free Radicals to **Brighten** Even Vitamin Serum
- Negative Example:
 - Vanicream Vitamin C Serum - Free of Dyes, Fragrance, Masking Fragrance, Lanolin, Parabens & Formaldehyde Releasers - For Sensitive Skin - 1.2 Fl Oz

[Product Line] Vitamin C Serum for Face with Ferulic Acid, Hyaluronic Acid, and Vitamin E | Skin-Brightening and Anti-Aging Serum 1.2 oz

- Stick to about 30 words in title
 - Include bottle size (1 oz, 30 mL, etc.)
- Important words/phrases to include are
 - serum, face, ferulic acid, hyaluronic acid, brightening, anti aging, vitamin
 - customers are smart and want to know the active ingredients, so include them!
 - popular active ingredients are vitamin c, vitamin e, ferulic acid, and hyaluronic acid
 - customers also like descriptors "brightening" and "anti-aging"
 - be sure to call it a serum, and specify that it is for the face
- Less important words are
 - women, hydrating, firming, retinol

Summary

- Price product for \$20-\$40
- Expect monthly revenue between \$10,000 and \$31,500
- Stick to descriptive titles
 - Highlight ingredients
 - Especially Vitamin C, Vitamin E, Ferulic Acid, and Hyaluronic Acid
 - Strong descriptors include brightening and anti-aging