# LVMH Competitor Analysis Report

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**Structured Analysis of Competitive Promotions (February 2025)**

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**\*\*1. Summary Table of Promotions & Incentives\*\***

| **Retailer** | **Product Category** | **Promotion Type** | **Promotion Details** | **Promotion Period** | **Source** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Fragrances (EDC/EDP) | Push Money | - $2.50–$250 SGD per bottle sold (varies by SKU).<br>- $4–$10 SGD for specific 100ml/180ml bottles (e.g., Bergamotto di Calabria, Colonia C.LU.B.). | Feb 2025 | Acqua Di Parma - Feb 2025.jpeg |
| Cartier | Fragrances | Cash Incentive | - $5 SGD cash per bottle sold (Shilla payroll staff only). | Feb 2025 | Cartier - Feb 2025.jpeg |
| CK, Chloe, Kylie | Fragrances/Cosmetics | Voucher Incentive | - $30 voucher per $1,200 CK products sold.<br>- $30 voucher per $1,500 Chloe products sold.<br>- $10 voucher per 3 Kylie Cosmic Fragrance bottles sold. | Feb 2025 | CK, Chloe, Kylie - Feb 2025.jpeg |
| Diptyque | Home Fragrances/Candles | Volume-Based Incentive | - $5 SGD per item sold for every 10 SKUs sold (e.g., diffusers, candles, sets). | Feb 2025 | Diptyque - Feb 2025.jpeg |
| Drunk Elephant | Skincare/Lip Care | Sales Achievement | - $10 shopping voucher per $600 sales.<br>- $10 Taka voucher per 5 sets of Lippe Balm Reform (3.7g) sold. | Feb 2025 | Drunk Elephant - Feb 2025.jpeg |
| Burberry/Guccicos | Makeup | Bundle Incentive | - $10 voucher per 2 focus SKUs sold (e.g., Burberry mascara, Guccicos lipstick). | Feb 2025 | Fragrance Burberry, Guccicos... |
| Multibrand | Fragrances | Per-SKU Incentive | - $10 voucher per focus SKU sold (e.g., CK One, Chloe Nomade, Gucci Bloom). | Feb 2025 | Fragrance Multibrand... |
| Hermès | Fragrances | Volume-Based Rewards | - \*\*T1-T3\*\*: $15 voucher per 3 X’mas sets sold (capped at $120).<br>- Testers awarded for bulk sales (e.g., 10 X’mas sets = 1 tester).<br>- \*\*T4\*\*: $50 voucher per 10 fragrances sold (capped at $100). | Feb 2024\* | Hermes - Feb 2025.jpeg |
| Hermès Beauty | Cosmetics | Volume-Based Rewards | - $30 voucher + 1 tester per 6 eye/lip pencils or eyeshadow palettes sold (capped at $120). | Feb 2024\* | Hermes Beauty - Feb 2025.jpeg |
| Lancaster | Sun Care | Volume-Based Incentive | - $10 voucher per 4 SKUs sold (e.g., sunscreens, body mists). | Feb 2025 | Lancaster - Feb 2025.jpeg |
| NARS | Cosmetics | Tiered Sales Incentive | - Tier 1 ($1,000 sales): $10 voucher.<br>- Tier 2 ($3,000 sales): $50 voucher.<br>- Tier 3 ($5,000 sales): $80 voucher. | Feb 2025 | Nars - Feb 2025.jpeg |

**Notes**:

* \*Hermès promotions list "February’24" in the source, which may be a typo.
* Acqua Di Parma’s $250 incentive appears unusually high but is explicitly stated in the source.

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**\*\*2. Recommendations for LVMH\*\***

**Actionable Insights Based on Competitive Landscape**:

1. \*\*Adopt Tiered Incentives\*\*:

* \*\*Evidence\*\*: NARS and Hermès use tiered rewards to motivate higher sales.
* \*\*Action\*\*: Introduce tiered incentives (e.g., $50 voucher for $3,000 sales) for LVMH brands like Dior or Fenty Beauty.

1. \*\*Bundle Promotions for Fragrances\*\*:

* \*\*Evidence\*\*: Multibrand and Hermès incentivize bulk sales of fragrance sets.
* \*\*Action\*\*: Offer vouchers for selling LVMH gift sets (e.g., Maison Francis Kurkdjian holiday collections).

1. \*\*Staff Testers as Rewards\*\*:

* \*\*Evidence\*\*: Hermès provides testers for bulk sales, enhancing staff engagement.
* \*\*Action\*\*: Reward staff with exclusive testers for hitting sales targets (e.g., 10 bottles of Louis Vuitton fragrances = 1 tester).

4. **Target High-Value SKUs**:

* \*\*Evidence\*\*: Acqua Di Parma pushes 100ml/180ml bottles with higher incentives.
* \*\*Action\*\*: Prioritize incentives for larger-sized or premium LVMH products (e.g., Parfums Christian Dior 150ml).

5. **Sun Care & Skincare Focus**:

* \*\*Evidence\*\*: Lancaster and Drunk Elephant emphasize sun care and lip care.
* \*\*Action\*\*: Launch promotions for summer skincare lines (e.g., Guerlain sunscreens) with volume-based rewards.

**Key Takeaway**: Competitors heavily leverage vouchers, testers, and volume-based incentives. LVMH can differentiate by combining these with exclusive product access (e.g., limited editions) and tiered rewards.

# Source Images

The following source images were analyzed for this report and are directly embedded below.

### Image 1: 1957be23-62ec-405f-a602-b7df44a8390f-Drunk Elephant - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 2: 1dce3ecd-70cc-4513-b643-050373790b68-Fragrance Burberry, Guccicos - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 3: 2266b8e1-175e-469f-aa27-9826cec205fa-CK, Chloe, Kylie - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 4: 2eee8662-33cc-425f-abc5-f208c61fa915-Diptyque - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 5: 384be887-76c8-4194-80f5-88cb56836003-Cartier - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 6: 40876d07-3353-472c-8884-04ac9d25ad68-Hermes Beauty - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 7: 49ebb037-bf46-401b-afa3-a8eb1f666c65-Hermes - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 8: 5972fce7-cc20-40be-a14e-35f1d7fa8c66-Lancaster - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 9: 8b1d197c-06b8-461c-abc9-11d501d78571-Fragrance Multibrand - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 10: b08f0a98-4afa-4fd6-88a9-1e0446a0e039-Holiday - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 11: c8cbddf7-0a59-425c-b8fa-23496f42e929-Nars - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 12: da91b1e7-999e-4aab-8fc9-44a35ba22bf0-Acqua Di Parma - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

A file with all embedded source images has been created at: /Users/jovin/lvmh-competitor-analysis/uploads/0302fa96-a740-4a1c-ac99-d2729ec30a05/embedded\_images.html