

men
GET GROOMING, STAT.



BEST OF ULTA MEN BY RATINGS AND REVIEWS

NILLIA EKOUE

IMAGE FROM ULTA.COM

Background / Interest

- ▶ Ulta Beauty : largest U.S. beauty retailer for cosmetics, fragrance, skin care products, hair care products and salon services.
- ▶ Presence: stores and online with more than 25,000 products from approximately 500 well-established and emerging beauty brands.
- ▶ Men grooming products market trends: expected to hit \$166 billion in 2022
- ▶ Male-targeted skin-care product sales have jumped 7% currently valued at \$122 million
- ▶ CNBC

Background / Motivation :

image from ulta.com

Dominant Market Forces and Underlying Trends

Continue to shape the landscape where Ulta Beauty competes

CHANGING FACE

of the consumer

Rapidly changing demographics

- Millennials taking over ★
- Gen Z emerging
- Increase in multicultural ★

Sociopolitical dynamics

- Gender equality ●
- AA at the forefront ★
- Gender fluidity ●

NEW PATTERNS OF

personal consumption

Increase in convenience

- Immediacy
- Location
- Ease of use
- Ease of mind ★

Demand for personalization

- Relevance ●
- Resonance ●
- Curation

Focus on experience

- Engagement
- Social ★
- Unique

DISRUPTIVE

tech advancements

Disruptive technology

- Artificial intelligence and machine learning ★
- Augmented reality
- Voice commerce
- Connectivity
- Quantified self
- Data and BI ★
- Robotics
- 3D printing

STRUCTURAL

industry shifts

Digitally Native Vertically Integrated models

Digital marketplaces

On-demand manufacturing

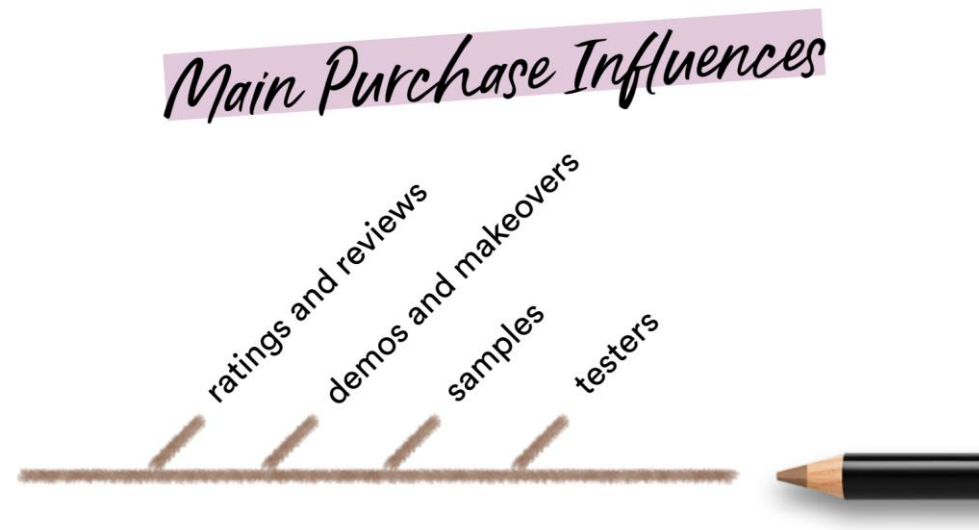
The sharing economy

Continued consolidation

methodology

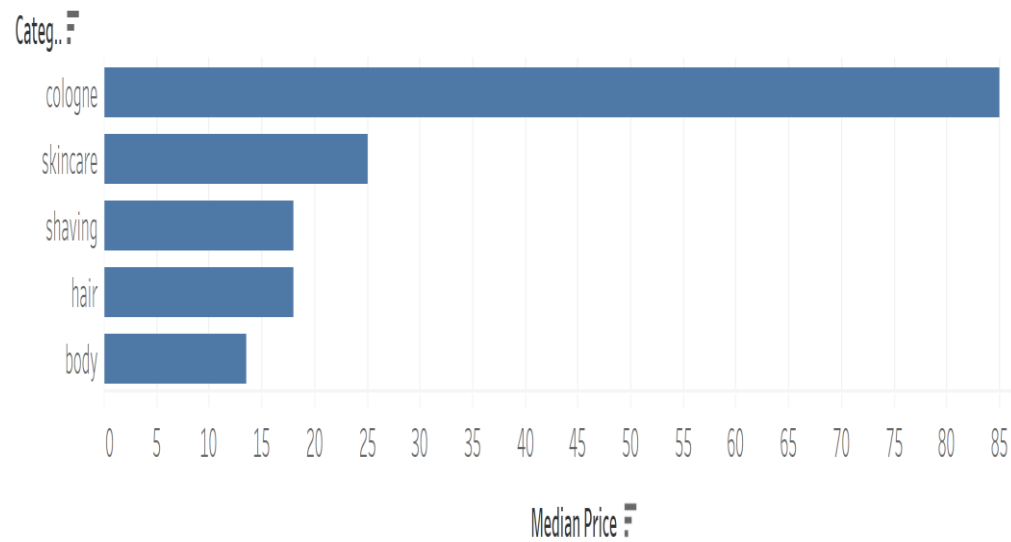
- ▶ Ulta men :
- ▶ Scrape :
- ▶ Category
- ▶ Brand
- ▶ Product name
- ▶ Price
- ▶ Counts of reviews
- ▶ Average reviews rating

image from ulta.com

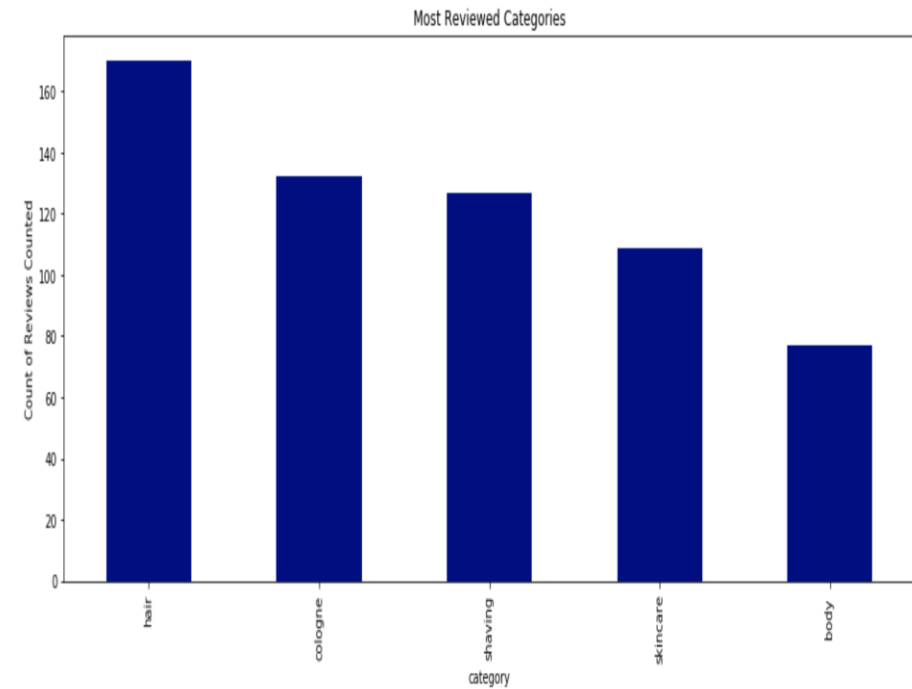


Categories

Median Price by Category

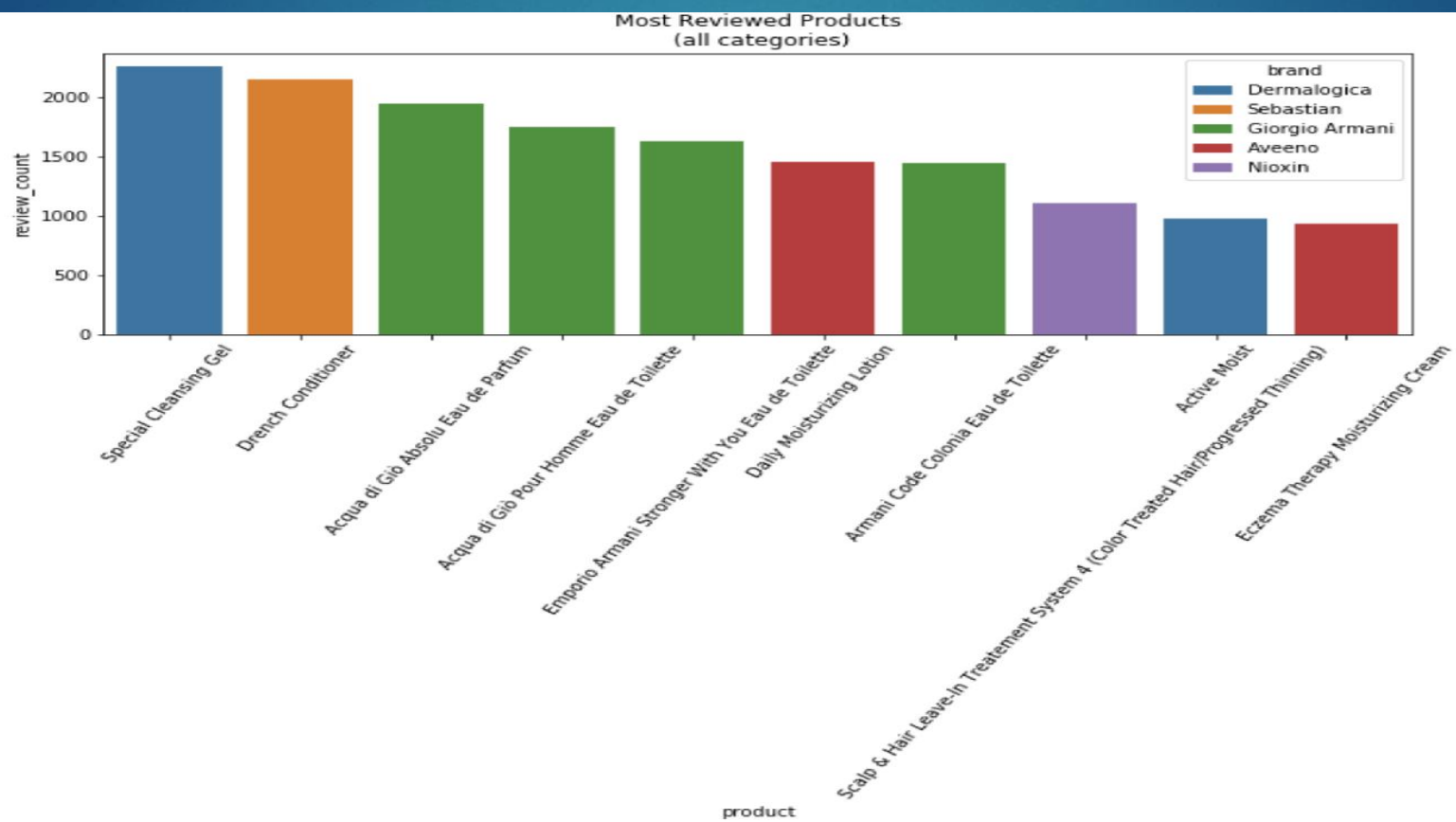


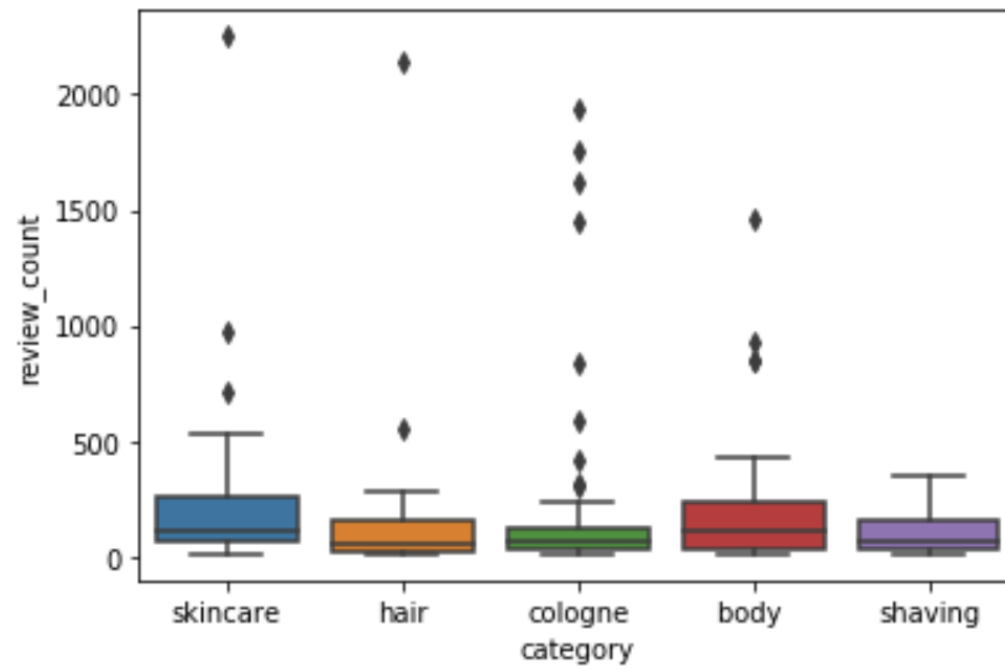
► Categories most often reviewed



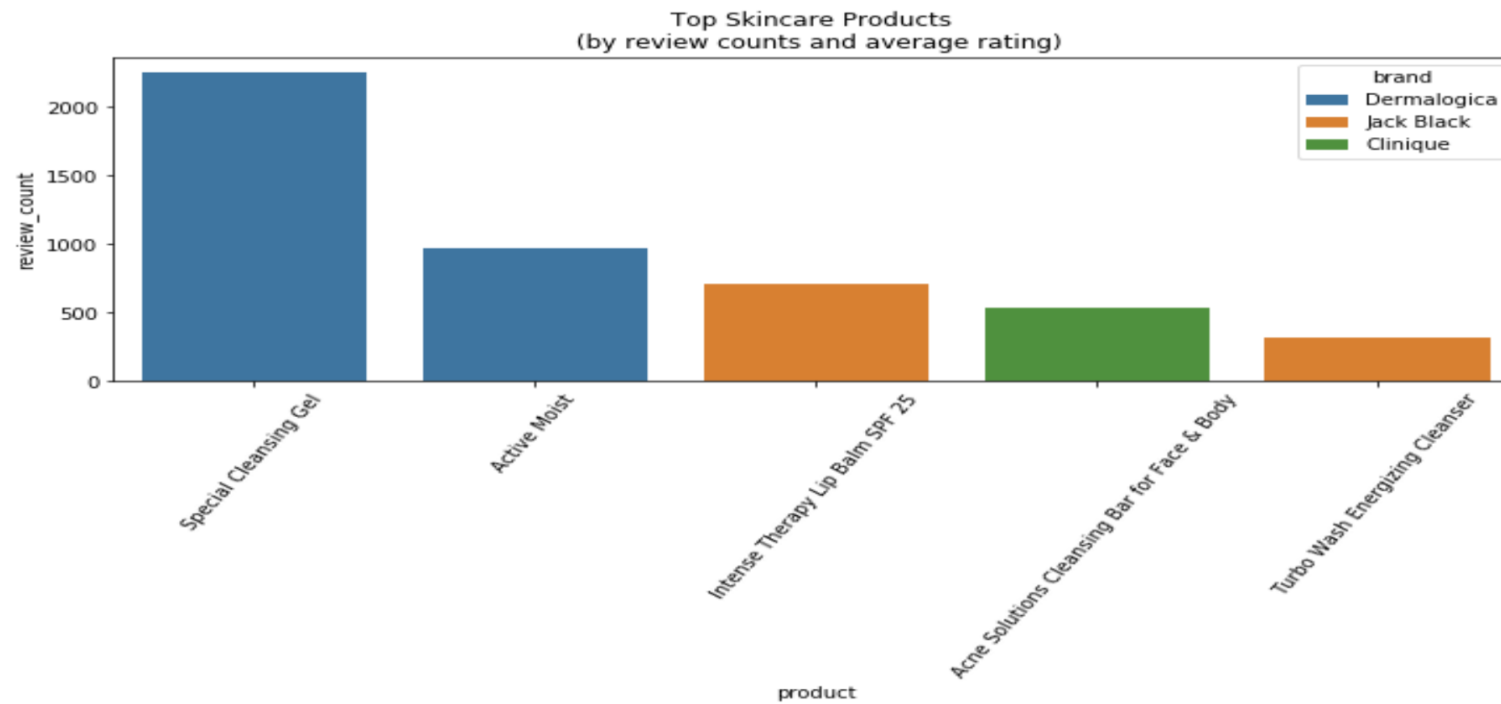
Most reviewed brands by reviews counts



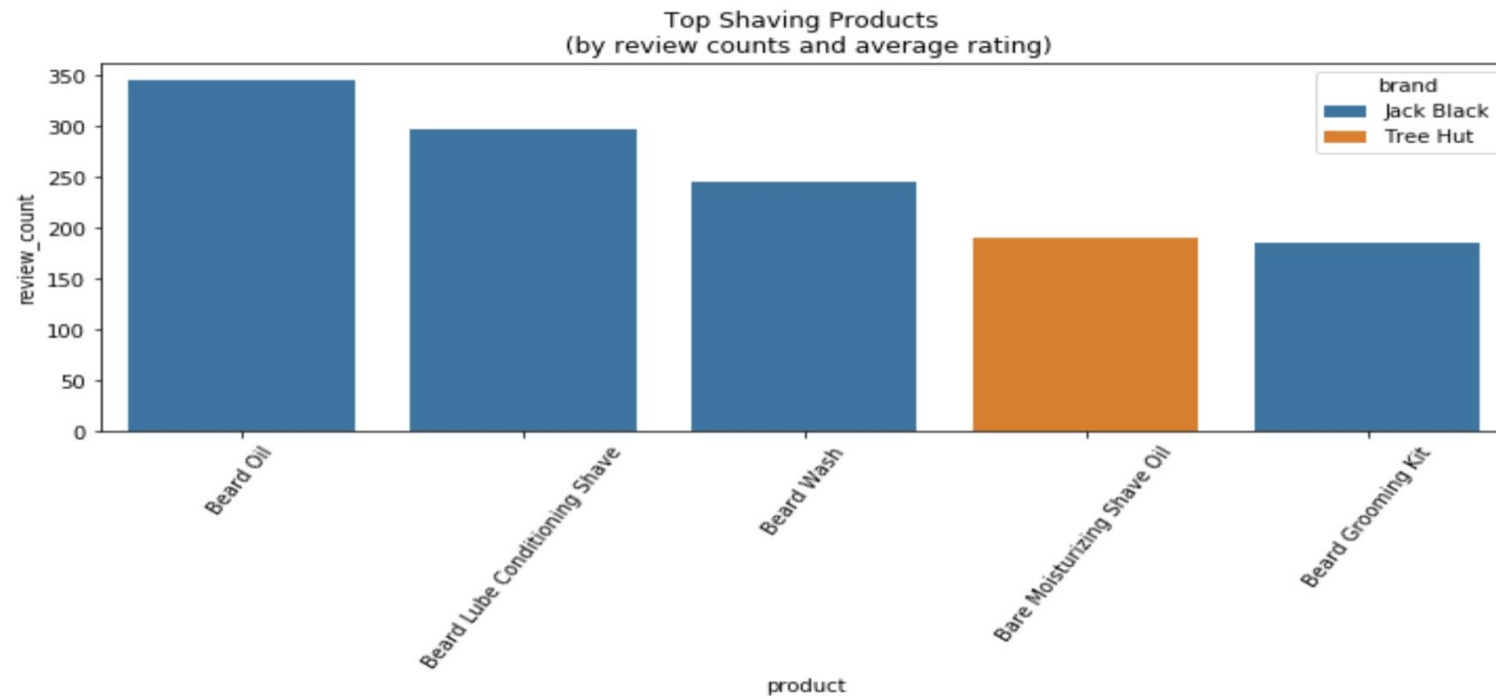




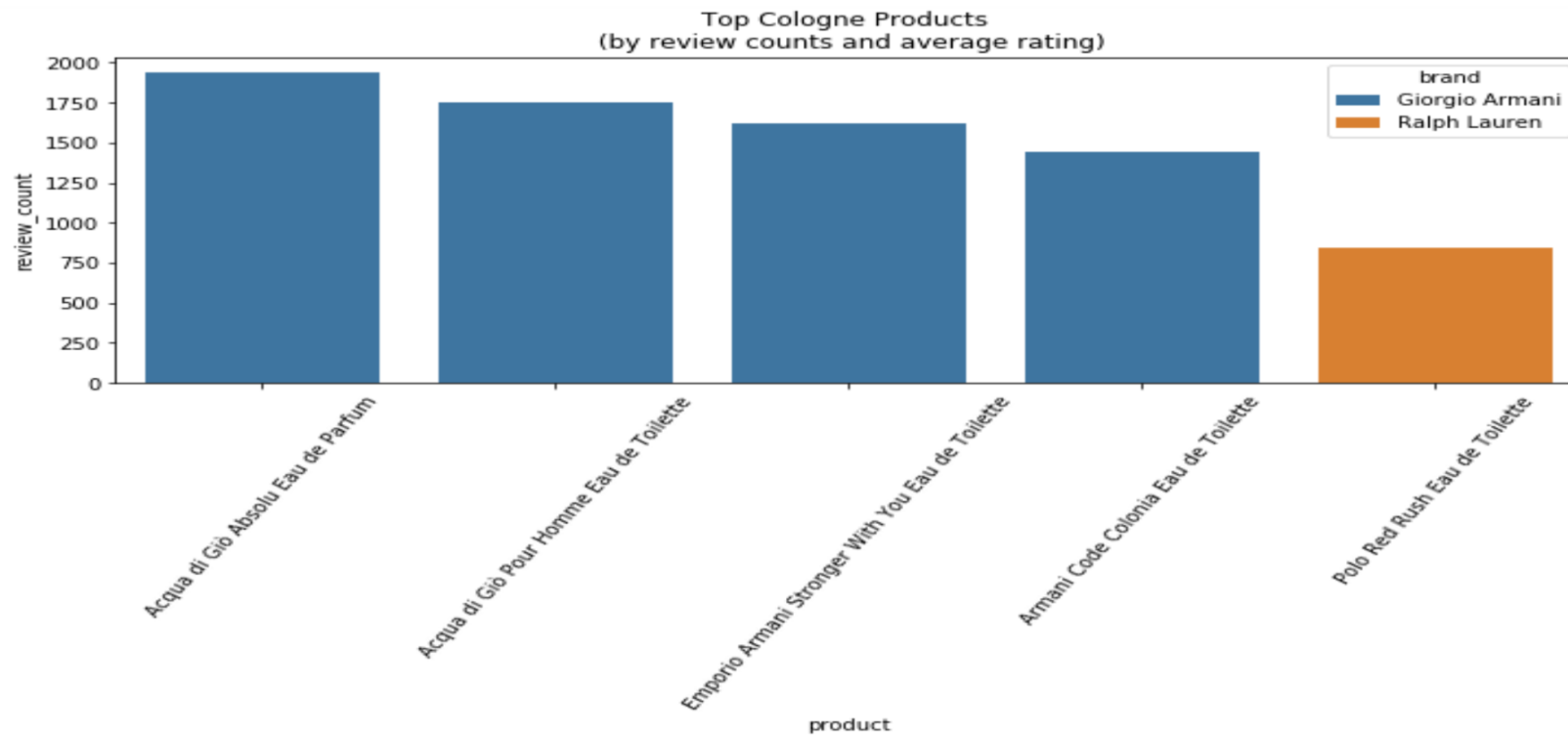
Skincare



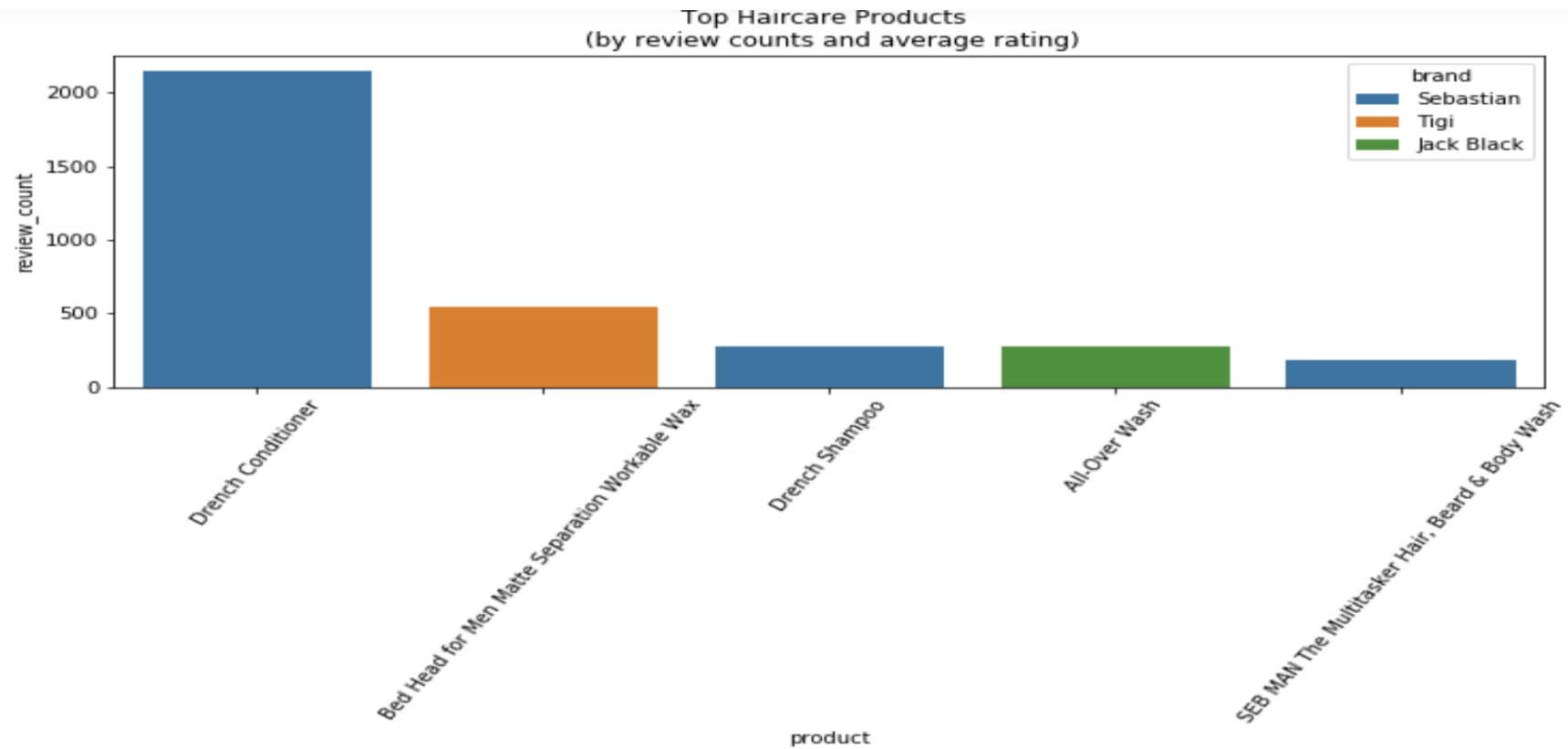
Shaving



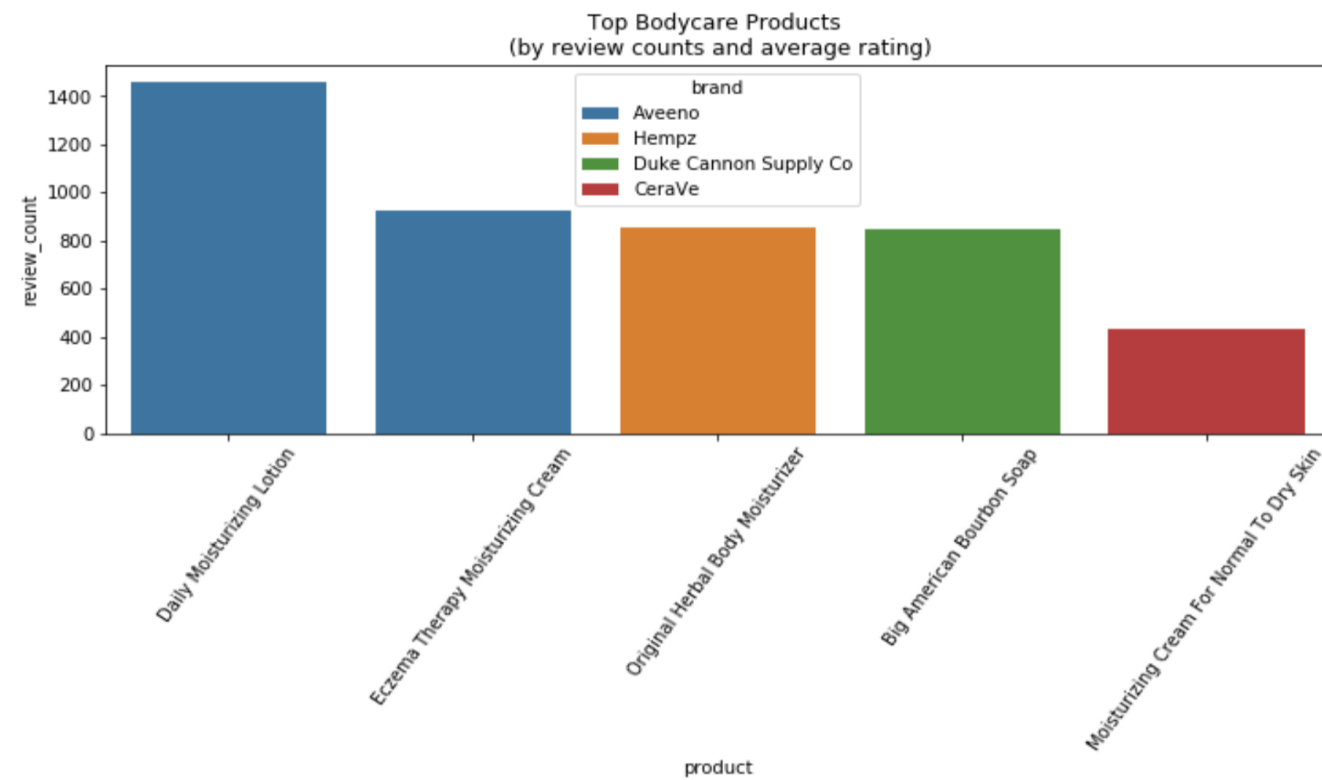
Cologne



Haircare



Bodycare



Insights

- ▶ Best product amongst products most reviewed skincare :
Turbo Wash Energizing Cleanser by Jack Black
- ▶ Best product amongst products most reviewed shaving :
Beard lube by Jack Black

Insights

- ▶ Best product amongst products most reviewed cologne :
Acqua di Gio Absolu Eau de Parfum by Giorgio Armani
- ▶ Best product amongst products most reviewed hair product :
Drench Conditioner by Sebastian
- ▶ Best product amongst products most reviewed body care:
Daily Moisturizing Lotion by Aveeno

Conclusion and Further Work

- ▶ Ulta Men : 87 brands, 608 products vs the rest 500 brands and 25000 products.
 - ▶ Expand their product offer
 - ▶ Campaign target towards products with highest rating and reviewed counts.
- ▶ What make a product popular:
- ▶ Nearly 40% of adults aged 18-22 have shown interest in gender-neutral beauty products
 - ▶ Analyze the reviews contents to highlight:
 - ▶ gender neutral products
 - ▶ Healthier products

Further Work : ★

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Thank you.