

GLOWVANA COMPETITOR ANALYSIS

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COMPETITOR ANALYSIS

	GLOWVANA	Favelin	Glamy Lab	Telofill
Unique Value proposition (UVP)	A local brand blending natural extracts with science-backed actives to create gentle, effective skincare tailored to Egyptian needs.	Luxurious, fragrance-rich care products blending natural botanicals with a lifestyle feel for beauty and mood.	Premium, dermatology-grade skincare with proven active ingredients for visible anti-aging, brightening, and protection results	Dermatologist-approved formulas that combine science and clean ingredients to treat skin and hair concerns.
Price Point	mid-to-value	Mid-to-premium	mid-to-value	mid-to-value
Digital Presence	Facebook and WhatsApp	Facebook, Instagram, WhatsApp, YouTube, TikTok	Facebook, Instagram, TikTok , Youtube	Facebook, Instagram, TikTok, WhatsApp
Strength	approachable identity Focus on enhancing natural radiance.	Premium image, professional presence	Frequent content	High engagement rate
Weakness	Lower brand awareness Low engagement rate	Irregular content updates	Content sometimes feels repetitive	Over-reliance on promotions, repetitive

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	Facebook			
Follower	6 followers	343k followers	114k followers	173k followers
Stories	Rare	Rare	Frequent	Frequent
Posting Regularity	Moderate	Frequent	Moderate	Active
type of content	<u>Most used</u> : Static Image and UGC <u>Least used</u> : Influencer Content and Animation/Motion	<u>Most used</u> : Static Image and Influencer Content <u>Least used</u> : UGC and Animation/Motion	Overall balance across all content types, with Static Image and Influencer Content being the most frequently used	<u>Most used</u> : Static Image and UGC <u>Least used</u> : Influencer Content and Animation/Motion
Average like/post	7 likes	300 likes	140 likes	170 likes
Av. comments/post	0-1 comments	3 comments	4 commetsns	6 comments
Average shares/post	shares	2 shares	3 shares	7 shares
Engagement rate	Low	Medium	Medium	High