

## Target Market

### Demographics

- **Gender:** Primarily female, with a growing male segment interested in skincare.
  - **Age:** 18–45.
  - **Income Level:** Mid to Upper-income individuals who seek for safe & effective skincare.
  - **Occupation:** Students ,mothers ,young professionals, working women, and health-conscious individuals.
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### Geographic

- **Location:** Mainly Cairo, with expansion potential into other major urban centers in Egypt.
  - **Regions:** Urban and semi-urban areas with access to pharmacies, beauty stores, and e-commerce delivery.
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### Psychographic

- **Interests:** Skincare, beauty routines, self-care, wellness, and natural remedies.
  - **Lifestyle:** Appearance-conscious, health-aware, and committed to maintaining healthy, glowing skin.
  - **Values:** Affordable products with good quality, preference for natural/medical ingredients over chemical-heavy solutions.
  - **Mindset:** Seek trustworthy brands that balance price, quality, and visible results.
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### Behavior & Interests

- **Shopping Behavior:** Active both online (social media, e-commerce) and offline (pharmacies, beauty stores).
- **Purchase Triggers:** Price–quality balance, effectiveness in solving common skin issues, positive word-of-mouth and reviews.
- **Brand Loyalty:** Will stay loyal if products deliver consistent results; otherwise, may switch due to market variety.

- **Decision-Making Behavior:** Cost-conscious but willing to invest slightly more in natural/medical products with proven benefits.
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### **Customer Challenges**

- Persistent acne and oily skin.
- skin sensitivity.
- Difficulty finding affordable effective natural solutions.
- Overwhelmed by too many skincare choices in the market.