

ZAT COMPETITOR ANALYSIS

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COMPETITOR ANALYSIS

	ZAT	Favelin	Glamy Lab	Telofill
Unique Value proposition (UVP)	A local brand blending natural extracts with science-backed actives to create gentle, Jeffective 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, Instagram, TikTok, 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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	ZAT	Favelin	Glamy Lab	Telofill
	Facebook			
Follower	25k followers	157k followers	64k followers	62k followers
Stories	Active	Rare	Frequent	Frequent
Posting Regularity	Moderate	Frequent	Moderate	Active
# of posts/week	2-3 posts	2 posts	2-3posts	3 posts
Average like/post	2 likes	5 likes	8 likes	10 likes
Av. comments/post	0-1 comments	3 comments	4 commetns	6 comments
Average shares/post	0 shares	2 shares	3 shares	7 shares
Engagement rate	Low	Medium	Medium	High
Reviews	positive on glow and quality	strong trust, loyal base	professional credibility focused feedback	Mixed, price-driven enthusiasm