

Face Masks Market Analysis

Insights for Manufacturers & Marketers

Sayan Ghosh

Indian Institute of Technology Madras

March 17, 2025

Contents

Introduction

Market Overview

Customer Sentiments

Consumer Segments

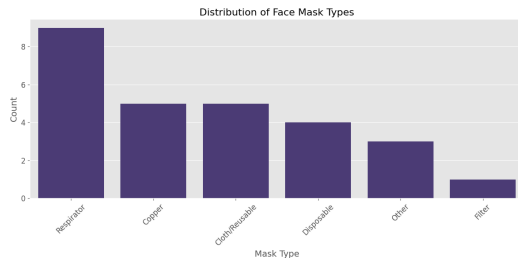
Recommendations

Project Overview

- **Objective:** Provide insights to a manufacturer of personal care products regarding the face mask market
- **Data Sources:**
 - Product listings data ($n = 27$ products)
 - Customer review data ($n = 3,849$ reviews)
- **Analysis Focus:**
 - Market segmentation and competitive landscape
 - Customer preferences and sentiments
 - Price positioning and value perception
 - Opportunities for product development

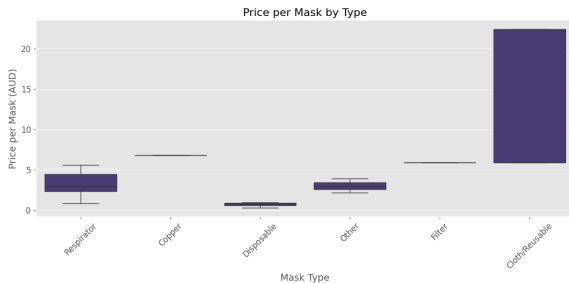
Face Mask Types in the Market

- The market contains several distinct mask types
- Disposable masks dominate the online marketplace
- Respirators (KN95, N95) represent a significant segment
- Specialized masks (copper, nano-tech) are emerging niches



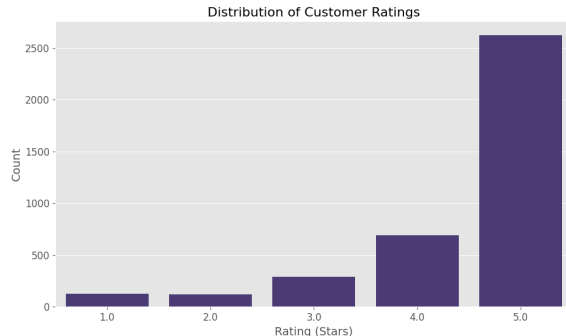
Price Positioning by Mask Type

- Significant price variation across mask types
- Premium positioning for specialized technologies
- Price per mask analysis reveals true value proposition
- Opportunity for premium positioning in certain segments



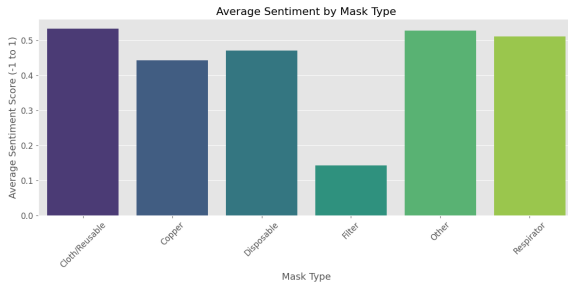
Overall Customer Ratings Distribution

- Strongly polarized ratings distribution
- Most products receive either very high or very low ratings
- 5-star ratings are most common (50% of reviews)
- Suggests consumers have strong opinions about mask products



Sentiment Analysis by Mask Type

- Sentiment scores calculated from review text
- Range from -1 (very negative) to +1 (very positive)
- Significant variations between mask types
- Higher satisfaction with specialized technologies



Common Themes in Positive Reviews

Common Words in Positive Reviews

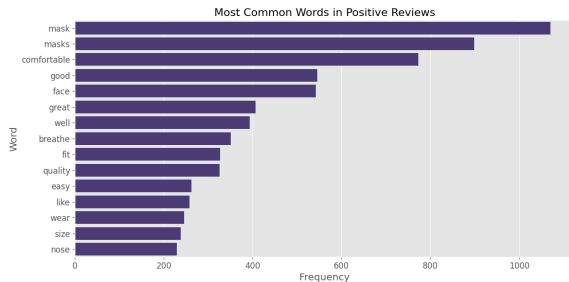


Common Themes in Negative Reviews



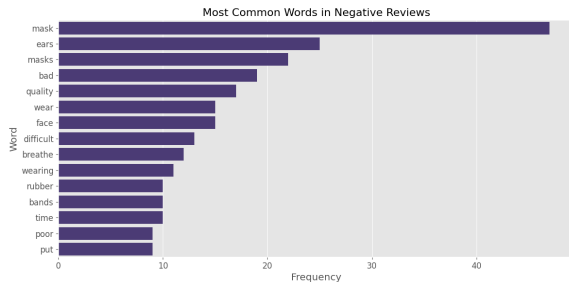
Most Mentioned Positive Aspects

- Key positive aspects mentioned by satisfied customers
- Comfort and fit appear to be primary drivers of satisfaction
- Quality is frequently mentioned in positive context
- Protection effectiveness is a key positive factor



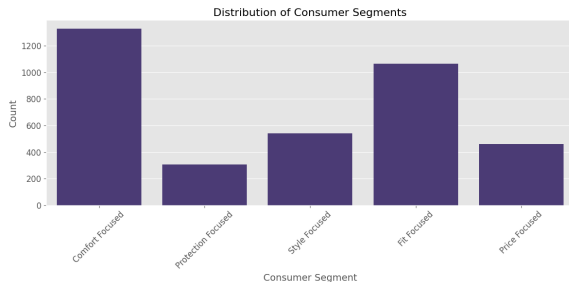
Most Mentioned Negative Aspects

- Pain points reported by dissatisfied customers
- Sizing and fit issues drive negative sentiments
- Quality concerns are frequently mentioned
- Issues with ear loops and breathability



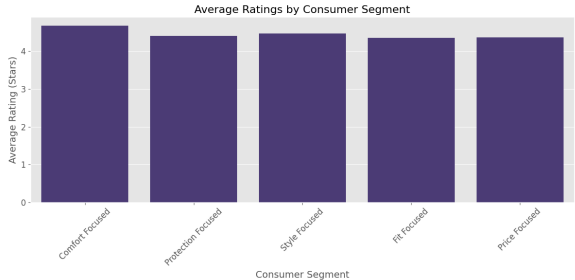
Identified Consumer Segments

- Five key consumer segments identified
- Segments based on primary concerns in reviews
- Fit-focused consumers are largest segment
- Protection-focused segment indicates safety concerns



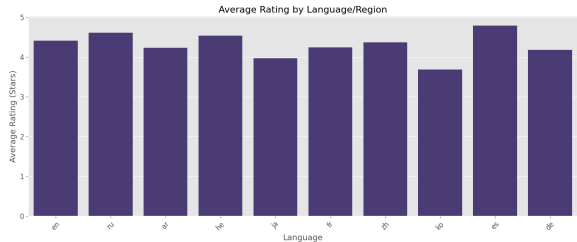
Satisfaction by Consumer Segment

- Average ratings vary across consumer segments
- Style-focused consumers show highest satisfaction
- Protection-focused consumers are more critical
- Comfort-focused consumers' satisfaction varies



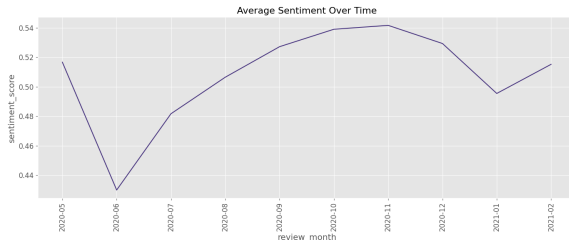
Regional Differences in Customer Ratings

- Analysis of ratings by customer language
- Significant variations across regions
- English-speaking customers most prevalent
- Potential for targeted regional marketing

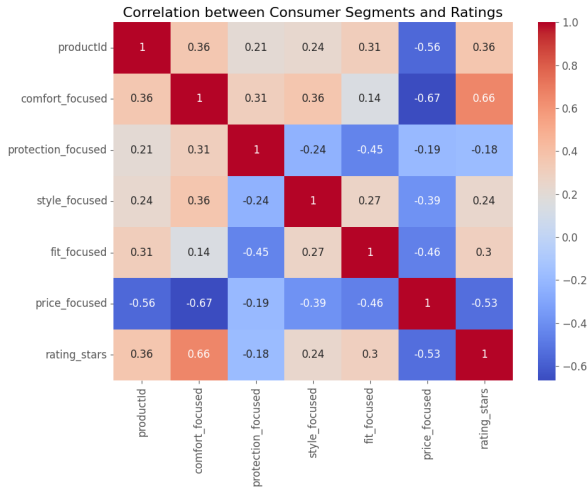


Sentiment Trends Over Time

- Sentiment score averages by month
- Reveals evolution of customer perception
- Pandemic-related shifts in expectations
- Recent stabilization in sentiment trends



Correlation Between Consumer Segments and Ratings



Correlation analysis reveals which consumer concerns correlate with higher ratings

Key Findings & Strategic Recommendations

Key Findings:

- Fit and comfort are primary drivers of satisfaction
- Market is divided between basic and premium segments
- Strong polarization in customer sentiment
- Technological features command price premiums

Strategic Recommendations:

- Focus R&D on fit improvements
- Segment marketing based on identified consumer profiles
- Address specific pain points in current products
- Explore premium positioning with technological innovations

Product Development Priorities

1. Improved Fit Technology:

- Develop adjustable designs that accommodate various face shapes
- Improve ear loop comfort to address common complaints

2. Breathability Enhancement:

- Invest in materials that balance protection with comfort
- Focus on reducing heat and moisture buildup

3. Market Segmentation:

- Develop products targeting specific consumer segments
- Create specialized offerings for protection-focused and style-focused consumers

4. Quality Communication:

- Emphasize quality control in marketing materials
- Provide clear information about protection efficacy

Conclusion

- The face mask market shows clear segmentation by product type and consumer preferences
- Significant opportunity exists to address current pain points around fit and comfort
- Premium positioning is viable with technological innovations
- Regional and segment-specific marketing can drive growth
- Customer sentiment analysis provides a roadmap for product development

Thank you