Strengths of Kiehls
In USA, the table below highlights drivers where Kiehls significantly outperforms the category, representing its strengths.
Driver Equity Score Category Benchmark
Environment friendly 82 36
Has all natural ingredients 68 38
Brand for youngsters 63 42
Has cool advertising 62 48
Removes make up thoroughly 61 51
Qualitative data indicates that Kiehl's strength in "Environment friendly" resonates well with consumers, who appreciate the brand's commitment to sustainability. The perception of "Has all natural ingredients" is reinforced by positive feedback on the product's effectiveness and gentleness on the skin. Additionally, while "Has cool advertising" has a relatively lower score, consumers still find value in Kiehl's products, particularly in their ability to remove makeup thoroughly and leave the skin feeling soft and hydrated. This suggests that the brand's product performance and natural ingredients contribute significantly to its overall appeal.
Weaknesses of Kiehls
In USA, the table below highlights drivers where Kiehls significantly under-performs compared to the category, revealing its weaknesses.
Driver Equity Score Category Benchmark
Lathers well 9 38
Available in multiple formats 11 37
Deep cleans 12 36
Rinses off easily 13 37
Value for money 13 32
Qualitative data indicates that Kiehl's faces challenges in perceived value, aligning with the low equity scores for 'Value for money'. Consumer feedback suggests that the brand's variety of product formats may overwhelm some customers, potentially deterring them due to perceived complexity and cost. This sentiment is echoed in the desire for simpler, more affordable options, highlighting a disconnect between Kiehl's offerings and some consumers' preferences for basic and accessible skincare solutions.
Brand Performance on Category Drivers
Of the top 10 category drivers in 2024, below are the ones where Kiehls is showcasing significant shifts when compared to 2023.
Driver Driver Score Equity Score
Brand for youngsters 86 63 (Sig -)
Ethical brand 70 49 (Sig -)
Expert in skincare 90 40 (Sig -)
Brand of international reputation 82 35 (Sig +)
Brand with wide skincare range of cleansers and moisturisers 78 25 (Sig +)
Suits my skin type 66 19 (Sig -)
Rinses off easily 68 13 (Sig -)
Brand for youngsters: Kiehls shows declining performance as a brand for youngsters, a critical driver scoring 86 in category importance. Targeted marketing campaigns and updated product lines could rejuvenate its appeal to this demographic.
Ethical brand: With a category importance of 70, Kiehls demonstrates decreased strength as an ethical brand. Enhancing transparency in sourcing and reinforcing commitment to sustainable practices could enhance consumer trust.
Expert in skincare: Kiehls exhibits potential for improvement in its perception as a skincare expert, a key driver with a score of 90. Investing in research, development, and expert endorsements could reaffirm its authority in the skincare domain.
Suits my skin type: Kiehls shows declining performance in suiting individual skin types, a driver with a category importance of 66. Offering personalized consultations and broadening the range of formulations could improve consumer satisfaction.
Rinses off easily: With a category importance of 68, Kiehls demonstrates decreased strength in how easily its products rinse off. Reformulating products for improved rinsability could enhance the user experience.
Marketing Funnel Analysis
The table below presents an analysis of key parameters from the marketing funnel, highlighting areas where Kiehls performs statistically significantly above or below the overall category.
Parameter % Respondents
Aided awareness 63% (Sig +)
Unaided awareness 43% (Sig +)
Top of mind awareness 7% (Sig -)
Consideration 45% (Sig +)
Preference 4% (Sig -)
Ever tried 35% (Sig -)
Used past 12 months 7% (Sig -)
Used most often 3% (Sig -)
Top of the Funnel
Aided awareness, Unaided awareness, Consideration: Shows strong performance, suggesting opportunities to further strengthen current successful initiatives.
Top of mind awareness: Presents opportunities for enhancement through strategic media optimization and focused communication efforts.
Trial
Ever tried: Drive activations, word of mouth, and promotions on smaller/lower-priced packs to encourage trial.
Conversion/Bottom of Funnel
Preference, Used past 12 months: Differentiate on key category drivers to increase preference/usage.
Loyalty
Used most often: Presents opportunities to strengthen consumer loyalty through enhanced brand experience and targeted retention initiatives.