

Market Research

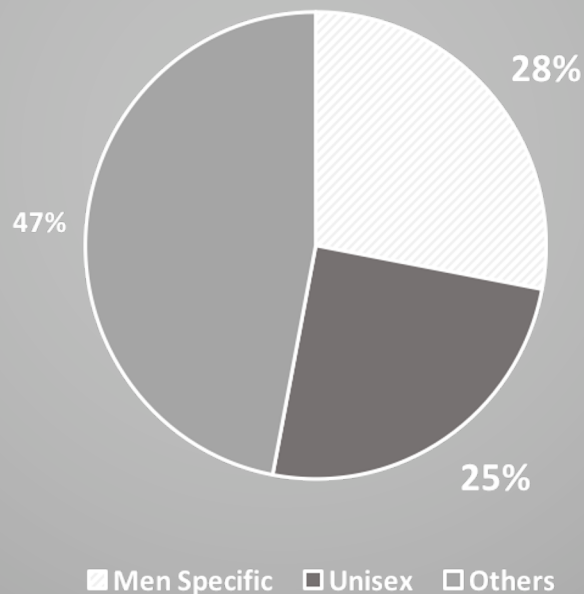
2016 US Men's
Personal Care Market
Sales

\$4.4 Billion

2021 US Men's
Personal Care Market
Sales Forecast

\$5.1 Billion

Men's Hairstyling Products



**Men's Shaving
Market Size**

**\$1.15 - \$1.2
Billion**

Saturation in the Subscription Market

+70%
Sales

Dollar Shave Club
FY14 - FY15

+400%
Sales

Harry's
FY14 - FY15



Saturation in the Subscription Market

Gillete®
On Demand

-16%
Market Share
FY10 - FY16





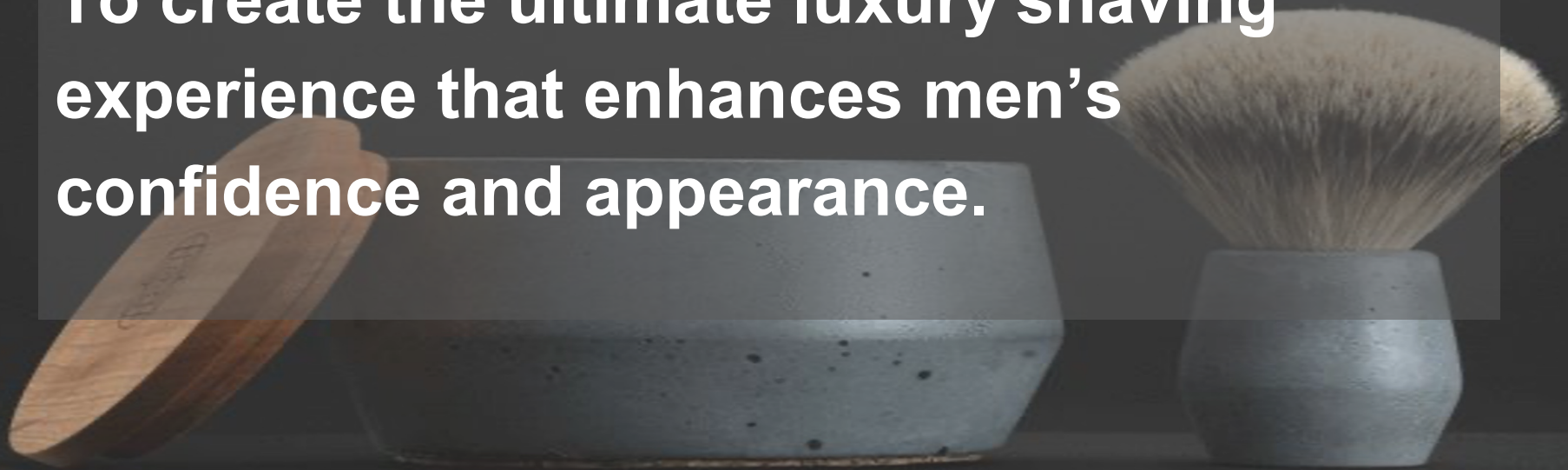
The Boss Box

THE BEST A BOSS CAN GET™

THE BEST A MAN CAN GET
GILLETTE
SINCE
1901

Objective

To create the ultimate luxury shaving experience that enhances men's confidence and appearance.



Prices

\$399

One-time cost

- Either Pro-Glide Elite or Classic Straight razor
- 1st year: Warranty is free

\$120/Year

- \$10 a month/customer
- Warranty to refill and replace products, with a limit of two handles per year

SWOT - Gillette

Strengths

- New technology innovations
- Safe & easy to use
- Aggressive advertising

Opportunity

- Focus on consumer brand preferences
- Increased attention to grooming
- Increased demand of sophisticated products

Weakness

- More expensive than other razors
- Rarely sold in small stores
- Primarily appeals only to men
- Expensive brand maintenance

Threats

- Growth of substitute products
- Price-sensitive market
- Price war with competitors

SWOT - The Art of Shaving

Strengths

- Very high quality products
- Variety of product lines (razors, creams, skincare, and more)
- Stores across the nation

Weakness

- Expensive products
- Primarily meant for men
- Mainly sold in Art of Shaving stores and not other retail stores

Opportunity

- Expanding product line to make more available
- Expand into women's products
- Get their products into other retail stores

Threats

- Growth of other high-end brands (Gillette, Harry's)
- Overall competitive and saturated industry

Segmentation

The background of the slide features a close-up, slightly blurred image of a shaving brush with dark bristles and a wooden handle, resting next to a wooden shaving mug. The lighting is warm and focused on the brush and mug.

Segmentation Methods

Demographic

Benefits

Behavioral

Sample Segments

Based on age (30 to 55-year-olds) and gender (males)

By using convenience and prestige

To ultimately establish loyalty

Segment Attractiveness

Substantial and Identifiable

- Male professionals, ages 30-55
- Appreciate the status that is associated with luxury products that are of high-quality.

Reachable

- To access the service, consumers must have access to the internet
- Recognize warranty and excellent customer service.

Profitable

**Men's Personal Care
Market:**

\$4.4 Billion

Men's Shaving Market:

27%

Gillette profit margin:

21%

**Segmenting males ages 30-55
and income of \$250,000+**

Segment size:

641,708 People
(from U.S. Census)

Segment adoption by Gillette:

64,171 People

Purchase behavior:

\$25,604,229

Frequency:

\$7,700,520

Targeting



Targeting



Joe

Targeting

Professionals

Generation X

Upper-middle class
(income \$250,000 to \$450,000)

Males ages 30 to 55

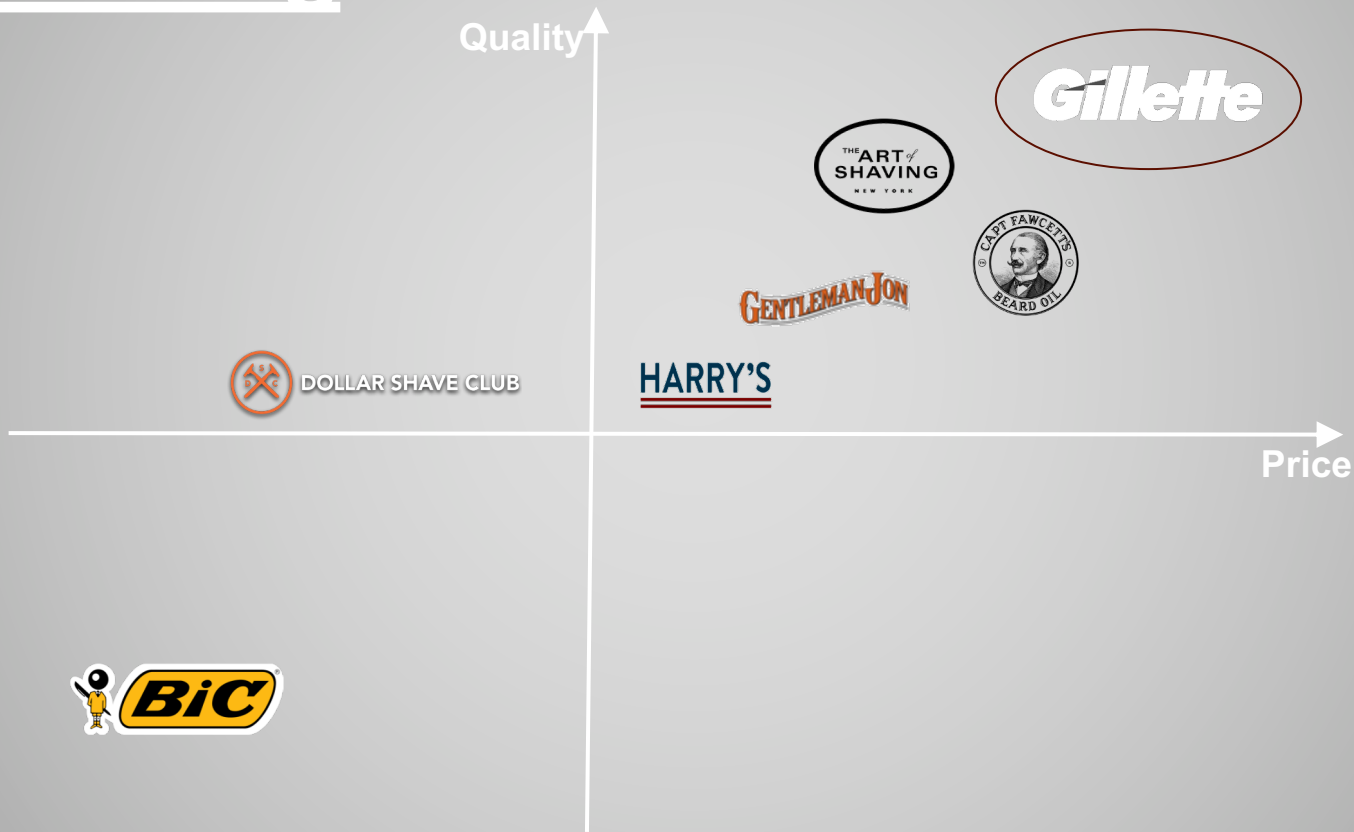
Enjoys fine craftsmanship,
exclusivity, and an affluent lifestyle

Educated professionals & those
seeking premium, tailored service



Joe

Positioning



Place

Available on Gillette.com

Higher-end Department Stores

- Bloomingdale's
- Neiman Marcus
- Saks Fifth Avenue
- Bergdorf Goodman
- Nordstrom

Influential Menswear Shops

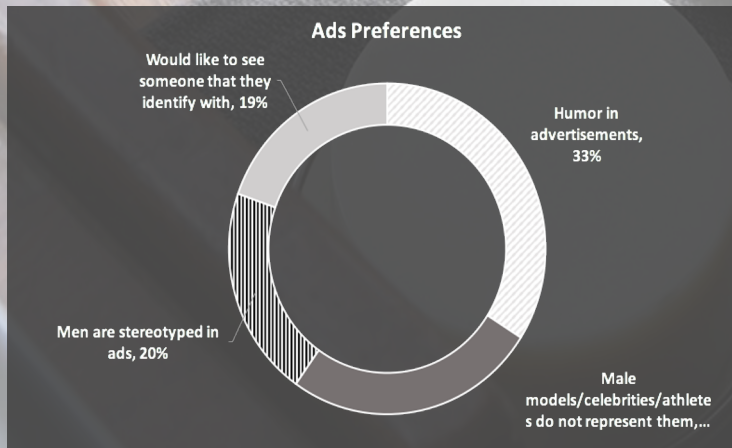
- Brioni
- Jeffrey Rudes

Scannable code available on
demo box



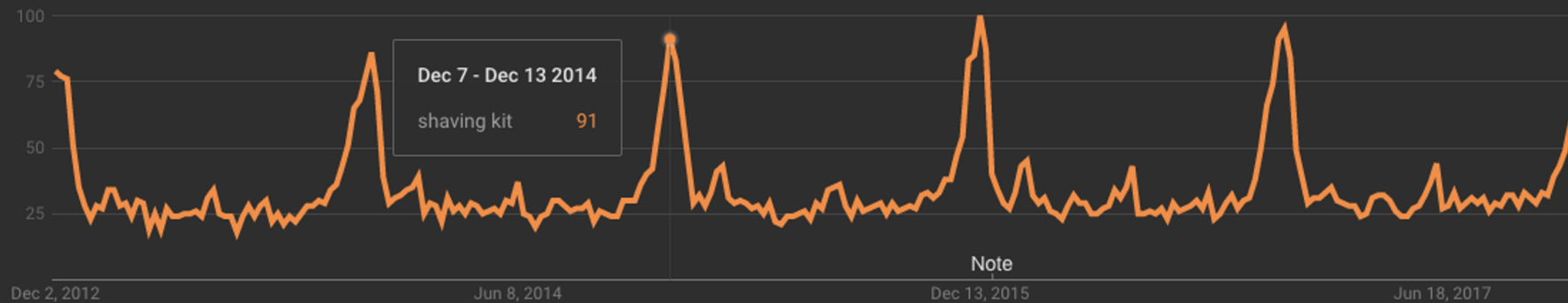
Ads Placement Research

**66% of male
Generation X
pay attention to
Personal Care Ads**



Google Search Trend for “Shaving Kit”

Interest over time ?



Promotion

Product Placement in Movies

Television Commercials

Instagram

Email Marketing

Evaluate Marketing Metrics

Metrics Measured:

- Market Share
- Conversion Rate
- Gross Margin

Methods:

- Market Analysis
- Online Tracking / Survey
- Internal Financial Report Analysis





Thank you!

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