

PERSONAL CARE PRODUCTS INDUSTRY




SELECT EXPERIENCE IN THE PERSONAL CARE PRODUCTS INDUSTRY

Skincare market research evaluates the consumer attitudes and opinions, sensory interaction, look and feel, product effectiveness, product usability and brand appeal of skincare products.

Skincare products include moisturizers, face cleansers, sunscreens, masks, anti-aging serums, and more. Skincare products are most commonly used on the hands and face and can come in the form of lotions, gels, creams, serums, "potions," butters, and mousses.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad

Selected Clients

- ▶ Avon
- ▶ Bausch&Lomb
- ▶ Colgate Palmolive
- ▶ Goldwell
- ▶ Estee Lauder
- ▶ Lever Brothers
- ▶ Primavera
- ▶ Procter and Gamble
- ▶ Revlon
- ▶ Shiseido
- ▶ Firmenich International Fine Fragrance



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Comprehensive solutions for the Personal Care Products Industry

Hair Care

- Conducted focus groups in the US with hairdressers to determine their attitudes toward a new bleaching product.
- Competitive Intelligence Tracking Studies to identify new products.
- Quantitative Study with consumers to determine their attitudes toward new hair care products in the US.

Skin Care

- Conducted mall intercept product to determine consumers' attitudes toward a new skin care products.
- Conducted market entry study for skin care products in China.
- Market segmentation analysis of the personal care and beauty market.
- Study in Chicago and Paramus, NJ to understand attitudes of non anti-aging facial skincare buyers.
- Conducted in-depth interviews of skin care product users (women and men) who were interested in organic products, luxury beauty products, a sustainable lifestyle, and who were environmentally conscious.
- Study created for the development and launch of a high-end skin care product line with a focus on understanding the target's attitudes and to develop product concepts.

- Conducted Eye Cream Product testing with product placement over 11 days for consumer feedback

Oral Care

- Conducted ongoing tracking studies for new oral care products.
- Conducted focus groups for a new toothbrush in the US.
- Toothbrush Distributor Research in the US for an Asian firm.

Vision Care

- Several market analyses in Europe on contact lens products.
- Conducted focus groups for consumers in Europe for hard and soft contact lens.
- In-depth analysis into a Vision Care laboratory in the US.
- Conducted a Competitive Intelligence study on competitors in the contact lens and contact solutions markets.

Perfume

- Conducted Focus Groups for fragrance testing (Perfume Sensuality Study).

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