

COSMETICS INDUSTRIES




SELECT EXPERIENCE IN THE COSMETICS INDUSTRY

The cosmetics industry is driven by local, regional, and global trends. Cosmetics manufacturers face the continual challenge of developing new products, line extensions, and formulations that appeal to young, middle-aged, and older men and women.

In addition, the creation of compelling packaging, and the positioning of cosmetic products in North America, Europe, Asia, Latin America, the Middle East, and Africa, also presents daunting logistical challenges that must be met if a cosmetics firm is to survive and be profitable in an industry known for its quick-changing nature and competitiveness.





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 range of consumer and B2B respondents.

Selected Clients

- Arbonne
- Avon
- Estee Lauder
- Firmenich International Fine Fragrance Center
- JAFRA Cosmetics International
- Primavera
- Shiseido



SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com



Comprehensive solutions for the Cosmetics Industry

- Conducted an ongoing tracking study for a US cosmetics manufacturer—covering Latin America, Asia, Europe, and North America—to identify competitor's new product offerings.
- Market evaluation for a leading cosmetics company regarding sales potential in Eastern Europe.
- Business evaluation analyzing product development time for a competitive cosmetic company.
- Conducted focus groups for a new product concept in New York, Los Angeles, and Chicago.
- Mall Intercepts for consumers to test new lipstick products.
- Mascara focus groups in Paris, Milan, and Beijing.
- Conducted market entry studies and feasibility studies for multi-level marketing in China.
- Conducted focus groups for fragrance testing (perfume sensuality study).
- 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 focus groups on attitudes and behaviors related to body, skin, and hair care
- Conducted large color study in Mexico to understand younger customer's perception of the mass color line
- Street intercepts to test new scent product lines for a major American cosmetic firm.
- Conducted street intercepts among Hong Kong skin care consumers in order to test new scents.

SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com