

SKIN CARE




SELECT EXPERIENCE IN THE SKIN CARE INDUSTRY

The cosmetics and skincare industry is a global industry embracing fast-changing trends, emerging product ingredients and evolving customer expectations.

The cosmetic and skincare industry is experiencing rapid growth and change due to the penetration of products which, once specific to certain age groups, are now in demand for every age whether female or male.





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

- ▶ Avon
- ▶ Arbonne
- ▶ Estee Lauder
- ▶ Firmenich International Fine Fragrance Center
- ▶ L'Oreal
- ▶ Nivea
- ▶ Primavera
- ▶ Revlon
- ▶ Sheshido
- ▶ Shiseido
- ▶ Strivectin



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Comprehensive solutions for the Skin Care Industry

- Conducted Focus groups in the US for new skin care products for high end Italian skin care manufacturing company.
- Study in Chicago and Paramus, NJ to understand attitudes of non anti-ageing facial skincare buyers
- Conducted In-depth interviews of consumers regarding new skin care products for the US market.
- Global CATI consumer study of skin care products with consumers in North America, Asia, Latin America and Europe.
- Market assessment study for skin care products in the Middle East.
- In-depth interviews with department stores and retailers regarding potential merchandising techniques for skin care products in Europe, Latin America, Asia, the Middle East and in North America for new trends in skin care products.
- Conducted focus groups for Asian skin care products
- 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 a market entry study for skin care products in China.
- Conducted mall intercept product to determine consumers' attitudes toward a new skin care products.

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- Conducted a study for the launch of facial massagers in the USA.
- Conducted a business and market intelligence study on facial cleansers in the USA.
- Conducted a study of the skin care market in the US with focus on mask packs
- Conducted a business and market intelligence study on skin care products with special focus on the face segment and make-up.
- 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.
- Conducted Mall Intercepts among consumers to test new lipstick products.
- 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 research study regarding a new under arm protection product.