

Good Day Sudeshana

Trust you are well, please kindly see recommendations from our Skincare & Haircare Brand Managers at Mentholatum SA.

Angelica Hendricks Haircare Brand Manager at Mentholatum SA.

The Hair Care data and insights, which focused on the very diverse South African hair care market, assisted us as a team in understanding the category, the retailer and the consumer in a better manner. The data supplied was insightful, with multiple critical findings that we as a team were unaware of. By having such data at our fingertips, we can now know where to reach the customer, how to communicate with them and offer them what they ultimately need. The data assisted and enabled us to make several strategic and focused customer-centric decisions as a business for the future of the hair care department within the company.

Trish Erasmus Skincare Brand Manager at Mentholatum SA.

We used the Mordor Skincare research which focused on the skincare category. This gave us a view of current splits and growths and forecast market sizes and growths. As a business we were able to use this information to plan around which categories were the best to focus on based on long term growth. The research also gave us a lot of information on what competitors and brands are doing well, as well as what the global trends are with examples. The consumer behaviour analysis also gave some great insight as to how people are shopping and researching products in the skincare category. All in all the research has enabled us to make more informed business decisions.

Kind Regards

[Lisa Lewis](#)

Head of Marketing