ELEMIS
LONDON

Elemis report - Product launch - 5% Niacinamide Moisturiser

Cecilia Ambrose

Contents page

Executive summary

Elemis's plan to increase its market share in the UK skincare sector with a new "all-in-one impactful moisturiser" that contains 5% niacinamide. This report outlines market research, identifies a need for niacinamide moisturisers, and a solution that fulfils this need. Ethical considerations and influencer partnerships are our recommendation to improve the brands visibility. The report concludes with financial projections and recommendations for Elemis to succeed in the competitive skincare sector.

Intro

This research presents a strategic proposal for Elemis to expand its market share in the UK skincare industry by utilising a new "all-in-one impactful moisturiser" through a trending active ingredient. Its objectives are to give a thorough summary of the market prospective, justify the investments in the proposed product, and finally outline the main structural elements of the strategy.

This report will cover an overview of the UK skincare market, along with market trends and it's various competitors. To identify market gaps and emphasise the need for multipurpose skincare products, it will examine the customer insights and market trends. It will also discuss the distinctive qualities and advantages of Elemis's moisturiser, highlighting the fact that it contains 5% niacinamide in its formulation. The study will also cover distribution methods, marketing tactics, and moral issues to make sure the product introduction is successful.

Situational analysis

1.1 Skincare industry & moisturiser market overview

The Elemis ‘all-in-one impactful moisturiser’ would be launched into the UK skincare market, under the subsect of night cream under Elemis’s collection ‘Dynamic Resurfacing’.

Elemis made £218.9 million global net sales in the fiscal year of 2023 and it is owned by L'occitane which made a net sales of £1.83 billion globally in the fiscal year of 2023; accounting for 12% of L’occontaines global net sales.

1.1.1 Value of skincare market

A study done by *Mordor Intelligence Research & Advisory in July 2023 on the UK skincare Growth Trends & Forecasts* estimated that the value of the market in 2024 will be £3.32 billion with a compound annual growth rate (CAGR) of 2.41%. This study was done using 2023 as a base year for estimation and shows promising potential for the industry but more importantly an opportunity for Elemis to capitalise on this growth. Worldwide the face cream market reached a peak of $55.51 billion in 2022 with a further $2.06 billion growth by 2023.

1.1.2 Sales of skincare & moisturiser

The sales of skincare by category were recorded by *Euromonitor* in 2023. They presented that ‘Moisturisers and treatments’ had the largest volume of retail value making up £1.605 billion within the ‘facial care’ skincare market which has a total market of £2.39 billion. Within 2022, ‘facial care’’ showed 5% growth for the year prior and has a projected compound annual growth rate of 2.5% between 2022 and 2027.

The skincare sector is dominated by facial care products and especially moisturisers, with Moisturisers and treatments having the largest sales volume within the facial care category, showing 5% growth and a projected compound annual growth rate of 3% between 2022 and

2027. (*Reportsanddata 2021)* estimated that moisturiser has a CAGR of 4.6% from 2022 to 2030.

1.2 Moisturiser and night cream

Moisturisers are the foundation to any skincare routine and a strategically important market to target for any skincare brand. Medicated skincare, meaning it has active ingredients or is targeting a specific skin condition or concern, had a market value of 86.528 million in 2022 (*Statista,2022*).

1.2.1 Moisturiser Market subsections

Consumer demand in the moisturising industry is influenced by the variety and effectiveness of products offered. Creams make up 33.58% of the global market share of the skincare industry, outselling lotions, powders, sprays, and other options *(Fortunebuisnessinsights, 2022)*, reflecting the consumer demand. Their versatility in providing treatments for sun protection, moisturising, brightening, and other skin issues is the basis for this preference. Because creams may be tailored to meet specific needs, they have a distinct advantage over other product categories in skincare routines.

The moisturiser market can also be segmented by the specific skin concern being targeted or what time of day they should be used, based on if the active ingredients tackling the skin concern react well with the sun. For example, day or night cream, anti ageing, acne fighting, moisturisers.

1.3 Competitors within our niche and market overview

1.3.1 Market share

Elemis holds 2.4% of the UK skincare market, compared to 1.L'oreal, 2.Estee Lauder cosmetics, 3.Beiersdorf, 4.Unilever, 4.Procter & Gamble, The body shop, makeup 46.9% of the market share of the UK skincare market. All of the brands except , are parent companies of:

1.Garnier and Cerave

2.The Ordinary, Clinique and La Mer

3. Nivea
4. Dove, Dermalogica and Paula's choice
5. Olay

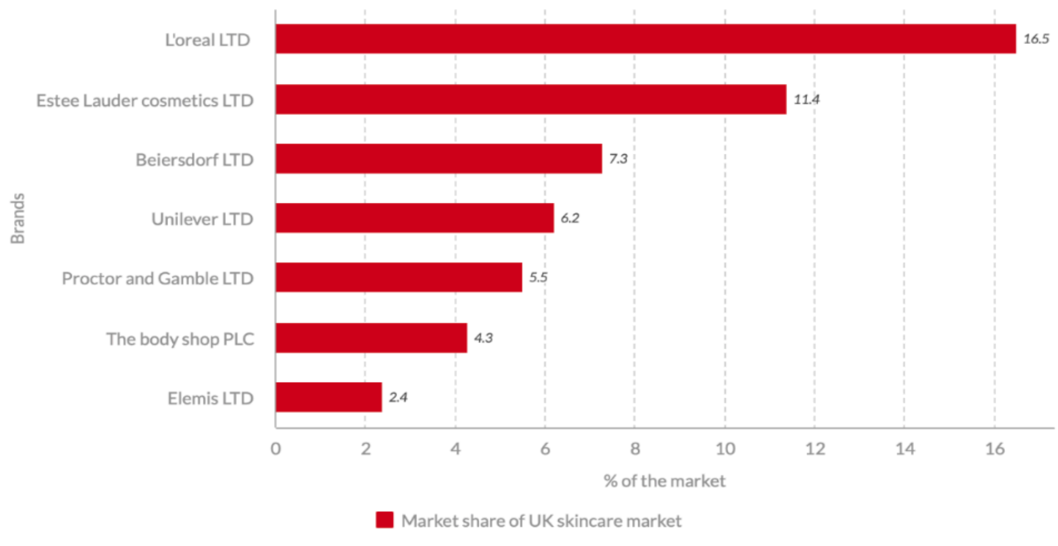

Figure 1 - Extracted from Statista 2023, graph made in Piktochart

Figure 2

All of the data that we have found that reports Market share groups the companies market share by Parent companies so it does not accurately portray the individual companies successes. So we can assume that Elemis is more comparable to other companies' market share if they were ranked individually.

1.3.2 Competitors of our proposed product

In terms of the ‘all-in-one impactful moisturiser’ competing products, we have highlighted the following brands based on their pricing strategy and their reputation.

The brands are as follows: Clinique, Clarins, La Mer, Trinny London. Out of these 4, only Trinny London and Clarins have a moisturiser which contains niacinamide, but neither actively advertise this ingredient or reference it in the title of the product. This will be key to gain a foothold in the market by featuring Niacinamide on the packaging and clearly photographed in product imagery and having it as a high SEO score on Elemis' website, this will allow consumers to easily be aware of the ingredient rather than have to read the ingredients list.

<u>SWOT analysis</u>

We performed a SWOT analysis in order to get a better and more valuable look at Elemis and the Product we are launching.

Strengths Elemis has a huge conglomerate owner (l’occitane) Loyal and established Consumer pool Strong distribution channels already set up Strong reputation	**Opportunities** Skincare, especially facial cream, is a growing market Limited Niacinamide products out there
Weaknesses Due to the brand being seen as ‘Luxury’, people may be put off of the price People may be allergic Whilst it being a strong brand, it is weaker when looking at bigger brands	**Threats** Regulations that need to be matched to be sold Whilst there is a trend for Niacinamide right now (according to google trends) this might die down creating less interest. Seasonal demand fluctuations of moisturiser

1.4 Product targeting & strategy data

1.4.1 Consumer Insights & Segments

In order to target the 18-35 we wanted to gather data on how much they spend on skincare, how often they moisturise and what they want to gain from their skincare. These insights impacted how we priced the product, confirmed that our age range is profitable.

1.4.11 Deciding the age range to target

A study performed by *Euromonitor*, found that of 1041 people, 40% of people use night cream daily and 60% of women in the UK use night cream at least once a week. Indicating a large existing market that already has the propensity to buy night cream.

Considering the (*United Nations)* data on the United Kingdom's population, 77.93% of females are 20 years old or above, totaling 26.773 million women in 2024. We estimate a potential market of (26.773 million x 0.6) 16.063 million women.

The study looked at the ages of people that use a night cream moisturiser either daily or several times a week. By generation :

Skin concern	Gen Z Ages 12 - 28	Millenials Ages 29 - 44	Baby Bust Ages 45-59	Boomer and traditional Ages 60-101
% of women that moisturiser daily in the UK	41%	53%	60%	63%

Figure 3

Within Gen Z, there is 16 years gap between 12 and 28 - if we assume an average of 2.56% weight to each age that would make 25.6% of 18-28 year old participants use moisturiser either daily oy several times a week. Similarly for millennials, the 15 year gap between 29-44 with an average of 3.53% for the average age leaving 21.2% of millennials our target market. Making 47.2% of 18-35, using moisturiser either daily or several times a week.

1.4.12 The effects consumers want from their skincare

Skin concern	Gen Z Ages 12 - 28	Millenials Ages 29 - 44	Baby Bust Ages 45-59	Boomer and traditional Ages 60-101
Radiance + revitalise	35%	41%	44%	37%
Reduce redness + irritation	50%	41%	29%	23%
Refine skin texture	42%	41%	30%	35%
Lifting + tightening	33%	35%	41%	41%
Anti ageing	32%	59%	75%	73%
Moisturise	76%	79%	75%	78%

Figure 4, Extracted from Statista 2023 - Made in Piktochart

The same study explored what participants wanted to gain from their skincare. It measured what percentage of each generation wanted:

The top priorities across all generations can be treated by niacinamide - the active ingredient in our product. Gen Z's and millennials prioritise moisturising, reducing redness/ irritation and anti-aging.

Notably, moisturiser ranks highest across all age ranges from gen Z (starting 12 years old) to Traditionals (up to 101) with 77.5% within our targeted age range. With our product catering to all major skin concerns, it appeals to a wide potential customer base that are facing many skin issues.

1.4.13 How much consumers spend on skincare

The same study done by *EuroMonitor*, gathered data on how frequently people of each generation used moisturiser by their income.

Gen Z and millennials show high financial commitments and a high interest in skincare, irregardless that they are among the youngest of the population. This confirms that our target age range is profitable and is viable.

Spend on skincare per year by generation

Generation/ Age range	How much women spend on skincare per year £25 or less	£26 - £50	£51 - 100	£101 - £250	£250 or more
Gen Z Ages 12 - 28	33%	29%	22%	7%	6%
Millenials Ages 29 - 44	35%	25%	18%	15%	6%
Baby Bust Ages 45-59	41%	18%	19%	17%	6%
Boomer and traditional Ages 60-101	35%	24%	22%	14%	3%

Figure 5, Extracted from Statista 2023 - Made in Piktochart

Issues with the study - the data set is quite small and has a limited number of people within the category of 98,000 + on their income so it is not reliable data. Another issue is they grouped ages by generation and not our specific age range so we have had to account for that by assuming the average of each age; making the reliability and validity of the data questionable. Also the Gen Z data % averages may be skewed due to the age range including 12-17 due to relying on their parents' money - we could assume that they are lowering the averages.

1.4.2 Demand/Interest & trends

1.4.21 The influence of tiktok and trends

Within the skincare market the trends over the past few years have mostly been initiated through TikTok and then funnelled into the mainstream market. As seen in figure 5 the trends on Tiktok in 2023 - display Niacinamide, Retinol and Snail mucin - and they have generated billions of views through their TikTok hashtags. They became the most searched skincare products on google in 2023 figure 8; also correlating with figure 6 and 7; and have shown between 7.7% - 105.3% growth in sales on Amazon.com. The use of TikTok in modern day advertising and marketing is invaluable.

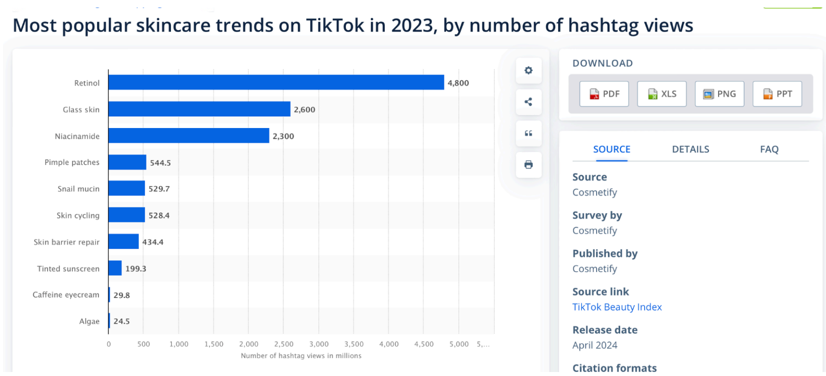

Figure 6

Statista, 2024

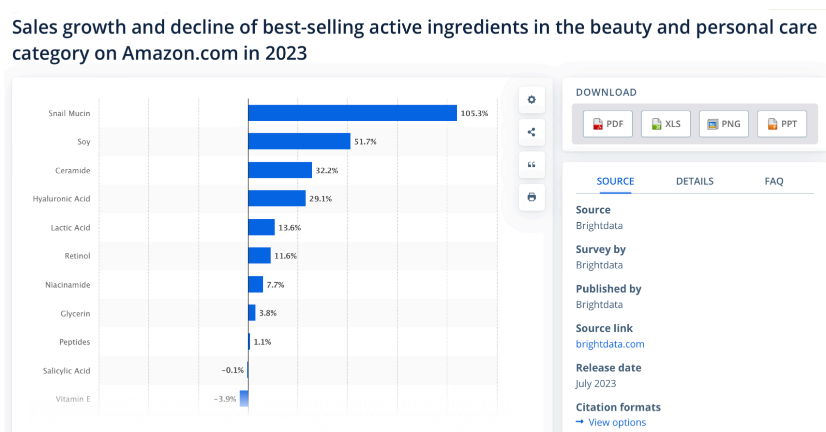

Figure 7

Statista, 2023

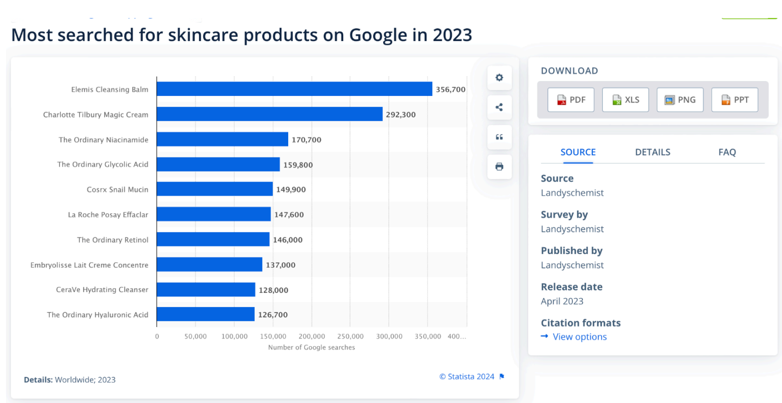

Figure 8, Satista 2023

1.4.22 Awareness and growth of Niacinamide demand

Niacinamide got 2.3 billion views through its hashtag on TikTok in 2023.

As seen in figure 7 Niacinamide experienced a 7.7% growth in sales on amazon in 2023. ‘Niacinamide moisturiser’ hit its highest search volume on google to date, seeing a 200% fold increase in searches in early 2023 and has had consistent search since. Showing that niacinamide has drawn more interest over the past 7 months than the past 5 years. This consistent interest is very promising for the potential for a new product to do well.

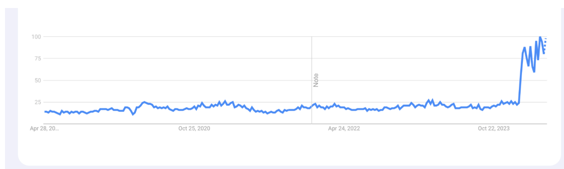

Figure 9 - Night cream google trends data over the past 5 years

Google trends, 2024

1.5 Where consumers become aware of the product

In the last 12 months, where did you become aware of beauty/care products that you later purchas										
			Age (generations)							
	Grand Total		iGen / Generation Z (1995-2012)		Millennials / Generation Y (1980-1994)		Generation X (Baby Bust) (1965-1979)		ɔy Boomer (1946-1964) / Traditionals (1922-19	
Base	**1041**	**in %**	**238**	**in %**	**311**	**in %**	**270**	**in %**	**222**	**in %**
On the website of brands/manufacturers	142	14	34	14	54	17	38	14	16	7
In the store	383	37	91	38	116	37	97	36	79	36
In print magazines	61	6	13	5	18	6	14	5	16	7
In online magazines	60	6	21	9	19	6	14	5	6	3
On blogs	61	6	26	11	24	8	11	4	0	0
On social networks	274	26	104	44	114	37	44	16	12	5
On YouTube	153	15	61	26	61	20	25	9	6	3
On television	150	14	31	13	47	15	41	15	31	14
With friends and acquaintances	293	28	85	36	87	28	71	26	50	23
In online stores	225	22	65	27	71	23	54	20	35	16
Listening to podcasts	51	5	22	9	19	6	8	3	2	1
Other	37	4	5	2	5	2	9	3	18	8
Don't know	143	14	19	8	34	11	42	16	48	22

Survey Name:	Consumer Insights Beauty & Cosmetics
Base n =	1041 all respondents
Question Type:	Multi Pick
Sample Size n =	1041
Population:	female residential online population who use d

¹Low base: the base for this column contains less than 50 respondents, resulting in an increased margin of e

Figure 10 - where consumers were introduced to a product they later bought

Statista Consumer insights, 2023

Figure 10, about, displays that Gen z found 44% of the products they bought on social networks and millennials 37% - being the highest of all of the options. Gen Z found 26% of their products on youtube and Millennials 20%.

This data supports our marketing strategy outlined later in the document.

1.6 Gap in the market:

Analysis of the websites of Elemis' distributors reveals a lack of a dominant niacinamide moisturising product in the market. Indicating a significant opportunity for a new mainstream product.

For example, when searching on Selfridges and Harrods and Amazon's websites for a 'Niacinamide Moisturiser' it primarily returns serums rather than moisturisers, suggesting a large gap in the market for the niche and product type. There is also an inconsistency between the first products that are listed when sorted by 'Best selling', suggesting that customers do not agree nor have a dominant niacinamide-based product.

Under figure 7 there is no niacinamide moisturiser that has made a significant increase in sales on amazon in 2023, only a niacinamide serum. By filling this gap, our product has the opportunity to take a large market share of the niche and cater to unfulfilled customer preferences or demands.

<u>New product proposal</u>

Our proposed product is a 5% Niacinamide moisturiser

Studies have shown that a 5% strength of niacinamide is best for the skin to start off with, even though the FDA has permitted up to 10%, it is typically too harsh for facial skin that has never used it before similar to retinoids - it can cause chemical burns. To avoid this it is best for the skin to start off with 5%, which is recommended by dermatologists *(WebMD, 2019)* . An opportunity for the future of this line is to sell stronger percentages to existing customers that have used the 5% strength before.

2.1 Effects of niacinamide

Niacinamide is known to ease inflammation, soothe irritation, minimise and tight pores, improve uneven skin tone, soften fine lines and wrinkles without use of silicones, diminish dullness and strengthen a weakened skin barrier - improving the health of the skin.

Niacinamide is also a drying product so it is best when paired with a moisturising agent to combat any drying before the skin starts to show any signs. We propose to moisturise through using glycerin as an ingredient, glycerin is proven to add moisture and bounce to the skin.

Proving to be better than hyaluronic acid, a current trend see figure 6, which only locks in existing moisture. Glycerin is in the top 5 ingredients of Elemis's moisturisers (Elemis, 2024)

Line stretching

We plan to utilise line stretching *(Alan Gilgrist, 2023)*. The concept where product lines are developed or increased in order to move up or down market to attract new customers. We plan on down stretching *(Kotler, Keller,2021)* and strategically setting our price and a relationship marketing strategy to draw in the younger market so that we can generate new customers for the rest of their life. Elemis claims it is the No.1 UK anti ageing skincare brand (Elemis, 2024). We plan to entice customers from ages 18 - 35, so that they become loyal to the brand and as their skincare concerns shift to primarily anti-ageing, they will shop at Elemis' for anti-aging products that cost between £110 - £161 *(Elemis, 2024)*. As they age and potentially their salary increases they are more susceptible to buying Elemis' more expensive products. Having more product lines catering to different ages at Elemis the higher likelihood we have of having lifelong customers.

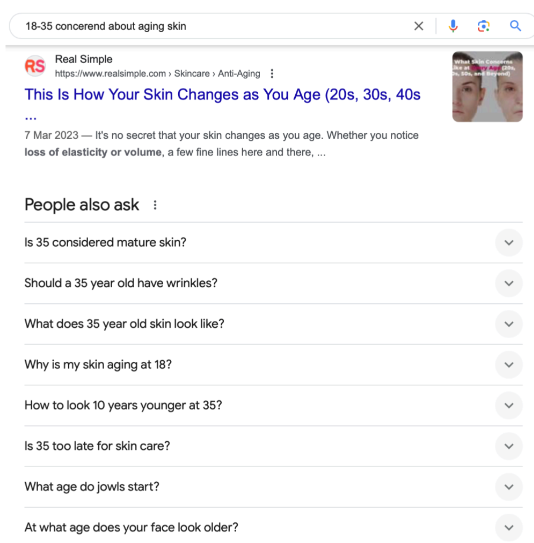

Figure 11

Consumers are already concerned about signs of ageing at 18 as shown in figure 11 as niacinamide helps fine lines and wrinkles *(Acne support, 2024)* introducing them to Elemis or introducing them to a product that combats all skin concerns customers have reported experiencing between 18-35 is a great way to get them on the path of being a lifelong customer.

Marketing plan

Elemis already uses influencers on social media platforms to sell and advertise their products. This is a very successful model within the skincare industry as many consumers tend to trust influencers and even prefer influencer ads rather than traditional ads according to *(Statista, 2023)* - figure 12 . Elemis calls it's influencers called 'ELEMIS Skinsiders', encouraging more people to sign up to be an ambassador for the brand, resulting in more awareness to be spread.

Consumer attitudes towards beauty brands worldwide as of March 2023, by generation

Consumer attitudes towards beauty brands 2023, by generation

Statement	Gen Z	Millennials	Gen X	Baby boomers
I shop around for products offering the best value	54%	53%	46%	40%
I am willing to pay more to buy beauty products from a sustainable brand	46%	56%	36%	25%
I would stop using a beauty brand if I felt it was not inclusive or socially responsible	45%	50%	34%	24%
I am willing to pay more for high-quality beauty products	44%	57%	40%	30%
Only premium beauty products are truly effective	23%	34%	20%	12%
I only buy beauty products on promotion/discount	23%	28%	20%	13%

Figure 12

We plan to utilise the ambassadors and enquire more through paid partnerships as mentioned in figure 9, social networks are the main way our target market discover products they bought. We propose to send 'PR boxes' to influencers that regularly post about what they receive from brands as it is unpaid marketing that's only cost is of creating and shipping the boxes. As influencers are not paid to post about it their opinions are seen as more authentic by viewers.

When we run paid ads on social media platforms we plan to split the demographics by more specific ages, running separate ads that demonstrate and highlight the different effects that Niacinamide can provide. Making highly targeted ads that are more likely to be experienced by the viewer, for example, promoting its anti acne effects to consumers aged 18-23.

5.2 Top line objectives and ambitions

With this launch, we aim to be able to grow elemis' market share by 2% from 3.1% to 5.1%, this is ambitious but we are hoping that by also increasing the brand awareness in the younger generations this will introduce more people aged 18-35. We plan to increase brand awareness through our marketing campaign on social media platforms and Public Relation events with influencers, from 31% *(figure 13)* by 10% to 41%.

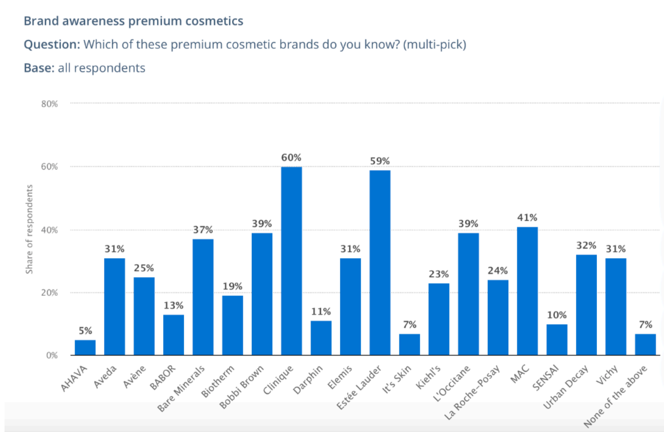

Figure 13

Pricing strategy & Financials

6.1 Price

We plan to position this product as a relatively low price luxury item - at £38. Compared to the. Figure 15 outlines the niacinamide moisturisers market; and the competitors based on the product price and whether it is a luxury brand. We have priced our product as a luxury item, with a high retail price relative to the niche *Figure 12* states that 50.5% of Gen Z and millennials are willing to pay more for a high quality product. We believe this is a fair price for a luxury product that will last 3-4 months (Dermdirect, 2022).

Figure 14

Marketing tactics

7.1 Headline Communications message

We chose to communicate our product ‘Your secret weapon for better skin, shhh……’.
This makes the consumer feel like they're missing out on something; whilst also wanting it to be their secret. Consumers use the product for the first time in their head - and this message is making consumers imagine how their skin is transformed before even using the product. It is also ambiguous as to what it does, as the product targets such a broad range of skin concerns, leaving it open to the imagination was intentional.

7.2 Communications budget

Our communications budget is 15% of our total revenue we estimate to make in year 1 which results in £2,431,200.

% of Total Communications Budget (Jun 2025 – May 2026)													
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	**Total**
Google Advertising	2			2			2			2			8
Billboards and Posters	3	3				3	3				3	3	18
Social media	6	4	4	1		2	2	1	1	1	1	1	24
Product PR events (for influences)	15												15
PR (sending product to influencers)	10												10
Paid UGC	5	5	5			5	5						25
Total	41	12	9	3		10	12	1	1	3	4	4	**100**

Figure 15 - Gnatt chart

With our budget, we are wanting to promote around 2 months before the initial launch which we have valued as a perfect amount of time, so the product is still fresh in the consumers' minds after the marketing effort. As indicated, June will be the biggest month we will spend due to the variety of events we are aiming to hold. These include Pop up stores, brand deals with influencers and PR events. These events will give us the best chance of getting our product off on the right foot as previous data has shown us that consumers prefer products to be recommended by influencers. Hence why we are spending 25% of the budget between PR events and sending the product to influencers.

We have estimated that an increased advertising effort will be beneficial between November and December due to Christmas. In response, we will dedicate 10% of the budget between these two months to User Generated Content (UGC). This is because we will be able to offer deals with many influencers, which will be far more effective, rather than spending the same amount on TV ads. We believe that this is due to our audience stereotypically moving away from traditional media platforms and focusing their attention on digital media.

Our aim is that we time the advertisements 2-3 weeks before the launch so there is still a 'buzz' around the product , and then the increased effort during seasonal changes will act as a reminder.

7.3 Timings layout and launch date

We plan to launch 15th July year 2025, as we expect it to take roughly 12 months for the research and development phase, including working with our manufacturer and chemists to formulate and to approve the final samples. Accounting for the manufacturing of the packaging, depositing the product into the components. 4 months for dermatologist testing, focus group surveying and having our product user tested.

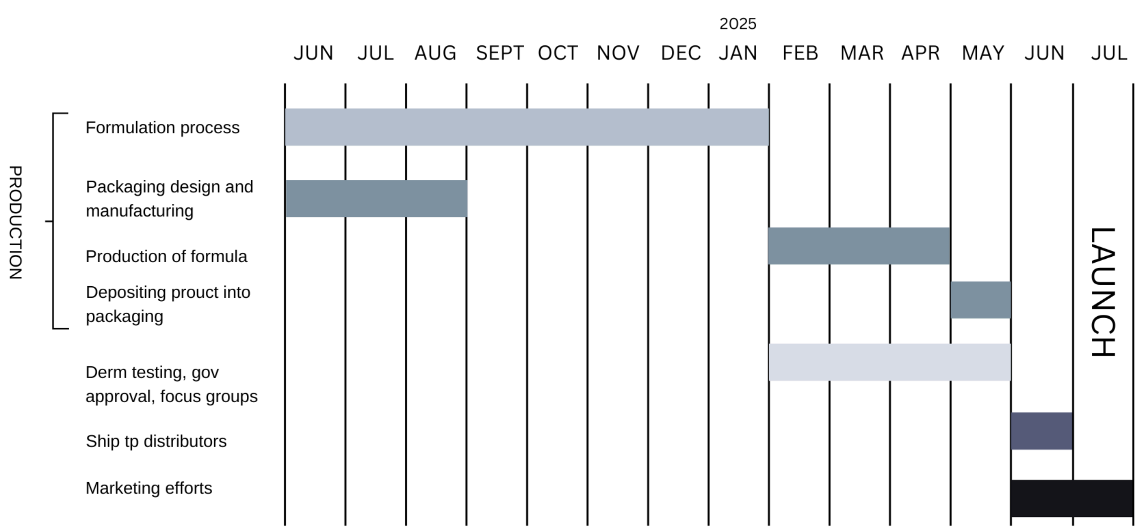

Figure 16

Leading factors that make a beauty product sustainable according to consumers worldwide as of March 2023 (in shares)

Leading factors that make a beauty product sustainable worldwide 2023

	United States	United Kingdom	Germany	France	Italy	China
Is 100% natural	45%	36%	41%	55%	51%	62%
Doesn't use ingredients that are harmful to the environment	39%	39%	48%	45%	48%	44%
Is organic	23%	19%	19%	28%	33%	37%
Made locally / in your country	25%	16%	19%	31%	15%	13%
Cruelty-free / not tested on animals	45%	50%	52%	45%	42%	22%
Manufactured in a way that doesn't pollute the environment	31%	30%	38%	36%	42%	45%
Offers recyclable packaging	23%	34%	24%	29%	29%	24%
Made of recycled packaging	21%	30%	29%	23%	24%	20%
Offers plastic-free packaging	14%	28%	25%	18%	23%	12%
Made by a socially responsible brand	21%	16%	14%	16%	18%	32%
Made by a brand that treats workers fairly	26%	26%	22%	21%	18%	15%
Made by an inclusive brand	16%	14%	9%	6%	9%	27%

46 **Description:** In a survey conducted in March 2023 among consumers worldwide, nearly two-thirds (or 62 percent) of respondents from China stated that the main factor that made a beauty product sustainable was its naturality. In the United States, 45 percent of consumers saw a beauty product as sustainable when it was cruelty-free. Read more
Note(s): Worldwide; March 2023; 12,010 respondents; 18 years and older
Source(s): McKinsey & Company; The Business of Fashion

statista

Figure 17

7.4 Ethics and religious concerns

To avoid excluding minorities and groups, we advocate for using all vegan and cruelty-free ingredients, a departure from Elemis' usual practice. While Elemis moisturisers often contain Glycerin, derived from animal fat, we propose using vegetable glycerin to ensure the product is vegan, kosher, and inclusive of all religions valuing animal welfare. Additionally, we intend to conduct dermatologist tests on humans instead of animals. This aligns with consumer preferences for non-animal-tested products, identified as a key factor in sustainable beauty products, according to Statista (2023).

7.5 Packaging and sustainability

Our target audience has shown importance in product packaging being sustainable - as seen in figure 17, we plan to use a glass jar with a metal lid to tackle the issue of single use plastic and be considerate of the fact our target audience is mindful of plastic waste. Gen Z and millennials reported that they would stop using a brand if it was not socially responsible, and that they are willing to pay more for a brand that is sustainable.

7.8 Channel Strategy

For our channel strategy and distribution, we will distribute through both brick-and-mortar and E-commerce so that our product is easily accessible. We plan to utilise Elemis' previously established partnerships with distributors, our product will be sold in physical stores such as Selfridges and Boots but also via online retailers such as Elemis' own website and Amazon and many others.

Our aim by using these different distribution methods is to ensure that the product is constantly available and accessible to our consumers. Moreover, 37.5% of 18-35 year olds buy products that they find out about in store *(figure 10).* In store products also allows older generations to purchase the product. Therefore, the more accessible and diverse our channel strategy is, the larger the chance of success of the product.

7.9 Differentiation

We will have our product set at 60ml, so £0.63 per ml - leaving enough product for consumers to start to see an effect as best results with niacinamide as seen after 6 weeks of consistent use

Brand and product name	Price	Price per ml	Dermatologist tested	Target user	Key ingredients	Vegan and cruelty free	Selling point
Habitual skin -5% Niacinamide daily moisturiser	£45	£0.90	YES	Dry skin	5% Niacinamide, Vitamin E, and Aloe vera	YES	richness of Vitamin E and embrace of Aloe Vera, combats environmental stressors, reduces redness, and imparts a calm
Trinny London - Energise Me	£42	£0.84	NO -user tested	Normal to oily skin	Niacinamide, Asiaticoside, and Hyaluronic acid	YES	Powered by skin-boosting niacinamide, lightweight formulation works to balance oil and even tone and texture.
Paula's Choice - Skin balancing moisturiser	£34	£0.57	NO	Combination and oily skin	Niacinamide and Glycerin	NO	The weightless formula delivers skin proven antioxidants and niacinamide to protect skin from environmental stressors
Olay - Regenerist Niacinamide SPF Day cream	£18.99	£0.38	YES	Most Skin types	Niacinamide and SPF 30	NO	Defy the 10 signs of aging, advanced active firming day moisturiser - delivers transformative skin results instantly and overtime

Figure

We are positioning the product as a 'luxury good' as it matches the portfolio of Elemis and how the target audience are more likely to pay more for effective and high-quality beauty products. This is supported by Statista (2023) as the table showcases that Gen Z and Millennials are more likely to pay the extra cost when compared with Gen X and Baby Boomers.

Primary research

Before releasing our 'Niacinamide Moisturiser,' we'll conduct laboratory research to affirm that consumers are happy with the product formulation and how it feels, packaging through focus groups, and dermatologist, lab, and user testing to prove it works.

We will have users use the product in groups of 25 with differentiating factors:

Group 1,2,3 : Use it once a day at night, for 3 weeks, 6 weeks, 9 weeks
Group 4,5,6 : Use it twice a day, for 3 weeks, 6 weeks, 9 weeks
Group 7,8,9 : Once every other day for 3 weeks, 6 weeks, 9 weeks
Group 10 - Control group : No active ingredients for 6 weeks

Doing so will ensure our product works but also provides the skin benefits we will market. It will also help to identify the possible negative reactions and bad side effects so that we can be transparent and communicate them clearly to the consumers.

This mixed-method approach ensures comprehensive data for pricing and demand analysis.

Conclusions and recommendations

In conclusion, Elemis aims to capitalise on the expanding UK skincare market by introducing its "all-in-one impactful moisturiser". With the market expected to reach £3.32 billion by 2024, We identified an opportunity to fill the void for a dominant niacinamide-based moisturiser. Customer insights indicate a high demand for multipurpose skincare products, aligning with the benefits of the proposed product. Elemis plans to use ethical packaging and vegan ingredients to appeal to environmentally conscious consumers. Influencer collaborations, diverse distribution channels, and a high-end messaging campaign will support Elemis in targeting the 18–35 age group and establishing itself as a top skincare brand. Promoting the "all-in-one impactful moisturiser" will differentiate Elemis, meet evolving customer needs, and thrive in the skincare sector.

References have been redacted