Claude3 Opus Sales Report

Hair Color, ~Yn-1 vs ~Y

Prepared: 11 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design**: All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.

2. **Simplified and focused content**: Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.

3. **Proper labeling and titling**: Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.

4. **Standardized notation**: IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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Sales Growth and Market Dynamics

The company's sales grew by 11.5 million CAD, with strong performance in Mexico City, Monterrey, and Guadalajara. Permanent cream hair color products by Coty significantly outperformed the market. Coty and Loreal dominate with a combined 79% share, while smaller companies face challenges. The varying performance of product types and brands highlights the need for localized strategies. Top performers like Koleston Negro Azulado 302-8 50 Gr Nal and Koleston Castano Oscuro 303-0 50 Gr Nal could guide future product development and marketing efforts.

Market Segmentation and Distribution

Mexico City leads in hair color product sales, with permanent hair color dominating all markets. The 'Other rank >1' category shows higher growth rates. Loreal tops distribution in Mexico City and 'Other rank >1' channels, while Henkel and 'Other rank >4' solely participate in the 'Male' and 'Semi-permanent' segments. Excellence, Koleston, and Nutrisse employ a low-price, high-volume strategy; Just For Men and Bigen target premium markets; and Preference, Miss Clairol, Palette, and Colorsilk balance price and volume in the mid-range.

Key Insights and Product Performance

The hair color market shows varied growth and pricing across brands. Smaller brands like Casting, Miss Clairol, and Bigen experience rapid growth despite established brands facing negative growth. Bigen's 'Permanent' and 'Male' products stand out with high prices and growth rates. Permanent products account for 97.1% of units sold. Just 18% of the top performing 'A' class products drive 80% of sales value and volume in the hair color business.

Business Resilience and Growth Trends

The company's sales grew by $11.5 million, a 1.1% increase, despite a slight decrease in revenue per unit. Guadalajara had the highest sales growth at 3.1% CAGR, while the older cohort declined 2.3% year-over-year. Hair Color product sales remained relatively stable with some monthly fluctuations. The business demonstrated resilience, withstanding monthly variations without substantial impact on annual outcomes.

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At a glance: The company's sales grew by 11.5 million CAD, driven by strong performance in Mexico City, Monterrey, and Guadalajara, with permanent cream hair color products by Coty significantly outperforming. While Coty and Loreal dominate the market with a combined 79% share, smaller companies face challenges, and the varying performance of product types and brands highlights the need for localized strategies. Top performers like Koleston Negro Azulado 302-8 50 Gr Nal and Koleston Castano Oscuro 303-0 50 Gr Nal could guide future product development and marketing efforts. Pages 8 to 14.

Sales breakdown: Mexico City leads in hair color product sales, with permanent hair color dominating all markets, though the 'Other rank >1' category shows higher growth rates. Loreal tops distribution in Mexico City and 'Other rank >1' channels, while Henkel and 'Other rank >4' solely participate in the 'Male' and 'Semi-permanent' segments. Excellence, Koleston, and Nutrisse employ a low-price, high-volume strategy; Just For Men and Bigen target premium markets; and Preference, Miss Clairol, Palette, and Colorsilk balance price and volume in the mid-range. Pages 16 to 22.

Data insights: The hair color market shows varied growth and pricing across brands, with smaller brands like Casting, Miss Clairol, and Bigen experiencing rapid growth despite established brands facing negative growth. Bigen's 'Permanent' and 'Male' products stand out with high prices and growth rates in a market dominated by Permanent products, which account for 97.1% of units sold. Just 18% of the top performing 'A' class products drive 80% of sales value and volume in the hair color business. Pages 24 to 29.

Trends: The company's sales grew by $11.5 million, a 1.1% increase, despite a slight decrease in revenue per unit. Guadalajara had the highest sales growth at 3.1% CAGR, while the older cohort declined 2.3% year-over-year, and Hair Color product sales remained relatively stable with some monthly fluctuations. Overall, the business demonstrated resilience, withstanding monthly variations without substantial impact on annual outcomes. Pages 31 to 36.

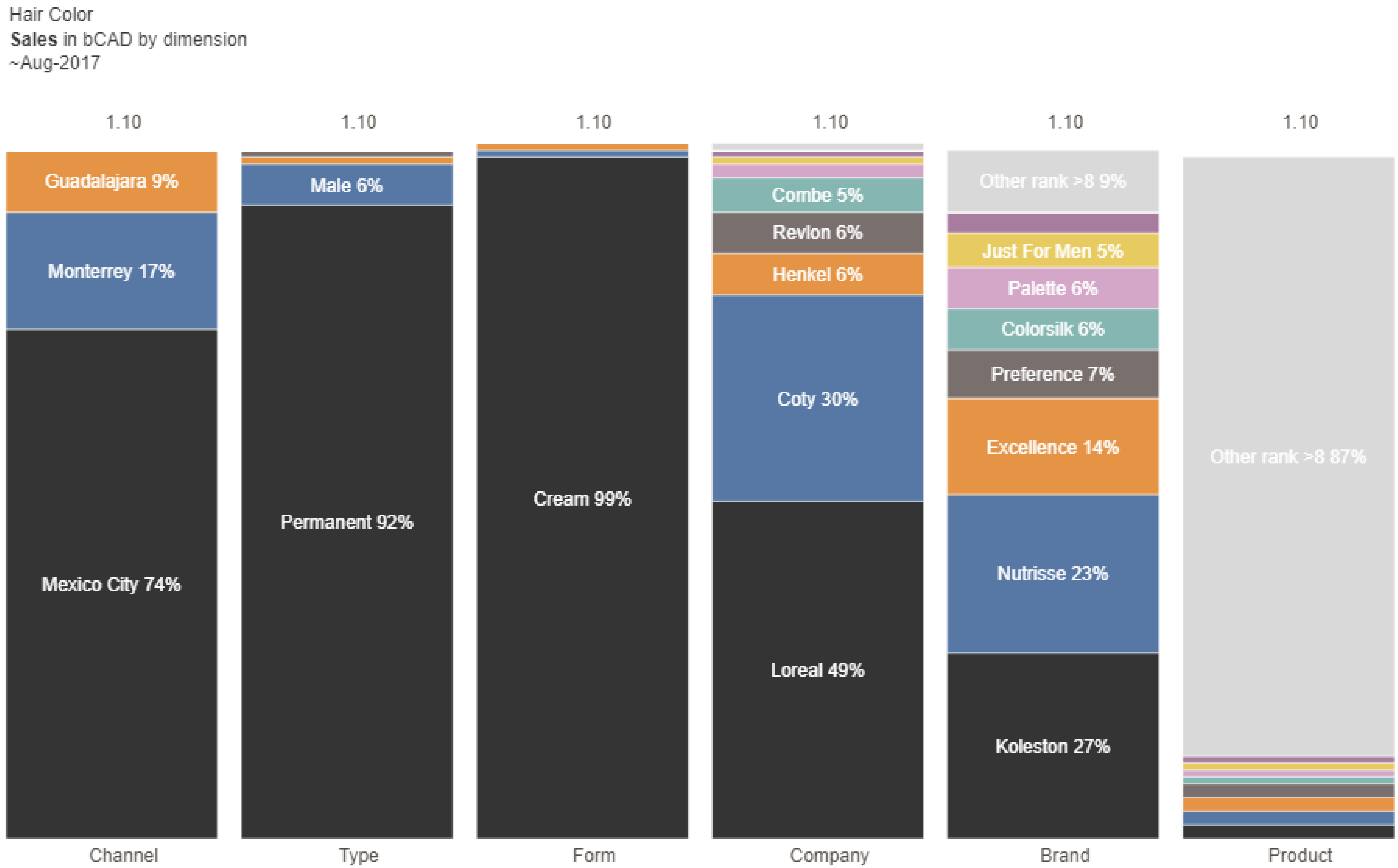
The company's total sales grew by approximately 11.5 million CAD, from 1.1 billion CAD to 1.1 billion CAD, with a positive variance in units and mix offsetting a negative price variance (p.10). Sales grew across Mexico City, Monterrey, and Guadalajara, with Mexico City showing the highest absolute growth (p.11). Mexico City leads the hair color sales with 74% in August 2017, with cream form capturing 99% of its category and permanent hair color being the most popular at 92% (p.9).

A multidimensional variance analysis reveals the complex interplay of factors driving the company's sales performance, with permanent cream hair color products by Coty significantly outperforming, while the broader category saw a decline (p.12). Root and Semi-permanent product types are growing significantly, though from a smaller base, suggesting room for more growth, while Foam form and brands like Nutrisse saw sharp declines (p.13).

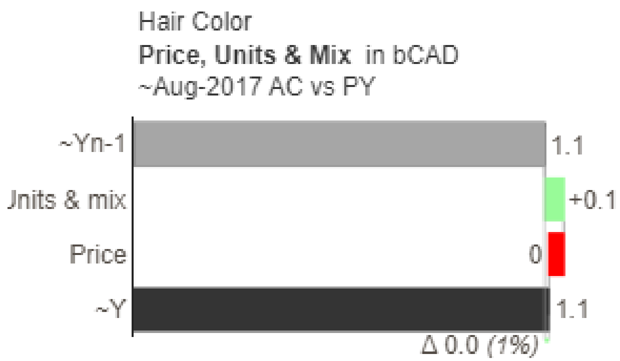
Coty consistently outperforms, showing strong growth in all regions, particularly in Guadalajara, while Loreal faces challenges, with declines or negligible growth across all channels (p.14). Loreal and Coty dominate with a combined 79% share, with Koleston and Nutrisse being the top brands, although most sales come from a wide variety of products in the 'Other rank >8' category (p.9).

The varying performance of smaller companies in the 'Other rank >4' category highlights the challenges they face against larger players (p.14). Koleston Negro Azulado 302-8 50 Gr Nal and Koleston Castano Oscuro 303-0 50 Gr Nal are top performers that could guide future product development and marketing (p.13). These insights underscore the importance of localized strategies and the need to adapt to the unique dynamics of each market (p.14).

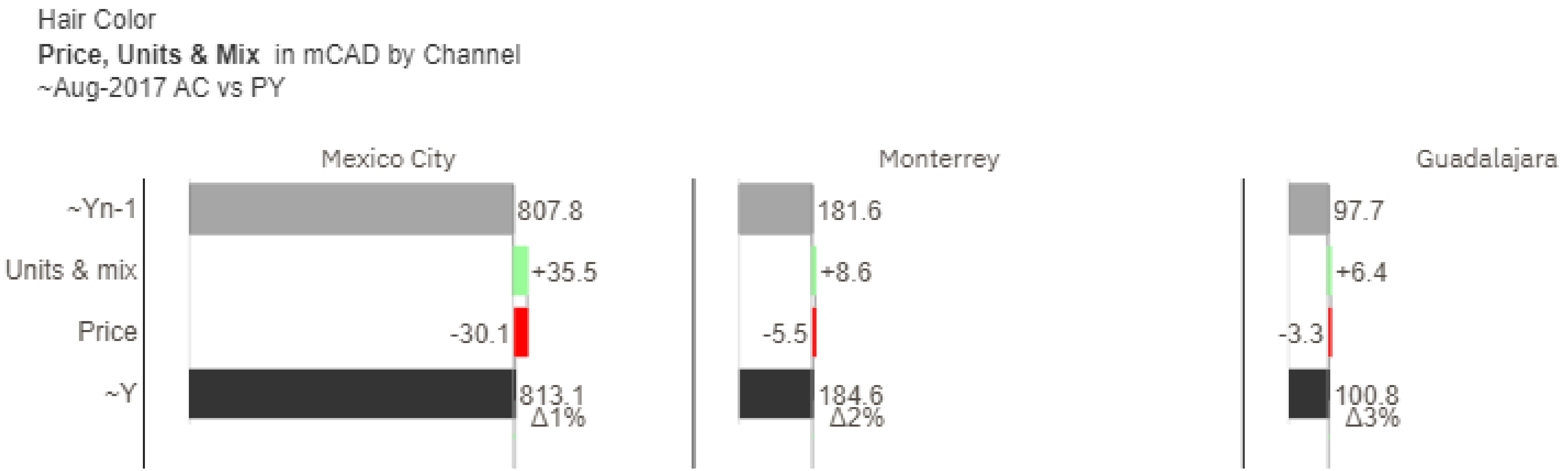
Mexico City leads the hair color sales with 74% in August 2017. Cream form captures 99% of its category, while permanent hair color is the most popular at 92%. Loreal and Coty dominate with a combined 79% share. Koleston and Nutrisse are the top brands. However, most sales come from a wide variety of products in the 'Other rank >8' category.



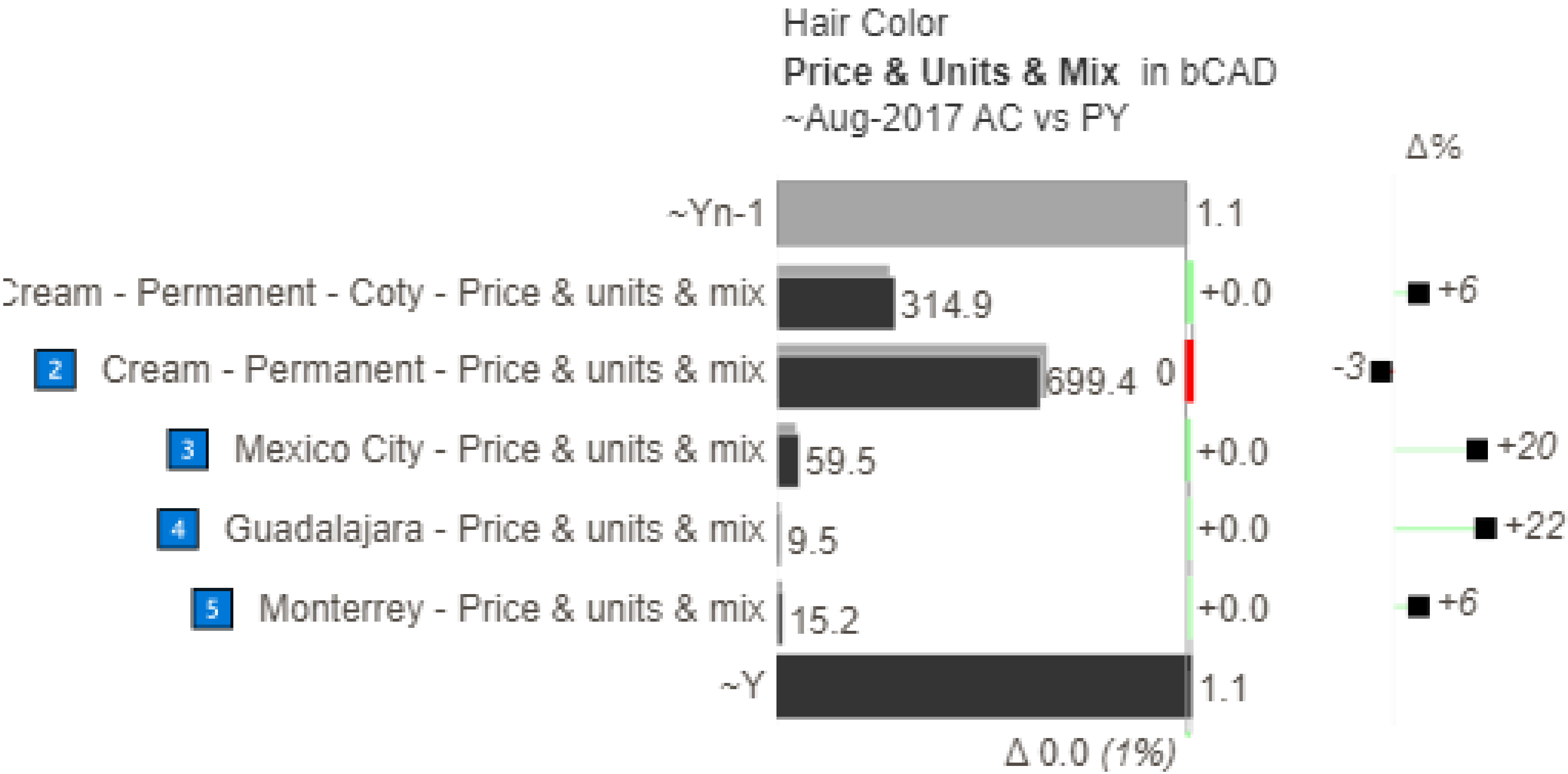
The company's total sales grew by approximately 11.5 million CAD, from 1.1 billion CAD to 1.1 billion CAD. A positive variance in units and mix of 50.4 million CAD more than offset the negative price variance of -39.0 million CAD, suggesting successful management of product mix and volume to compensate for price reductions.



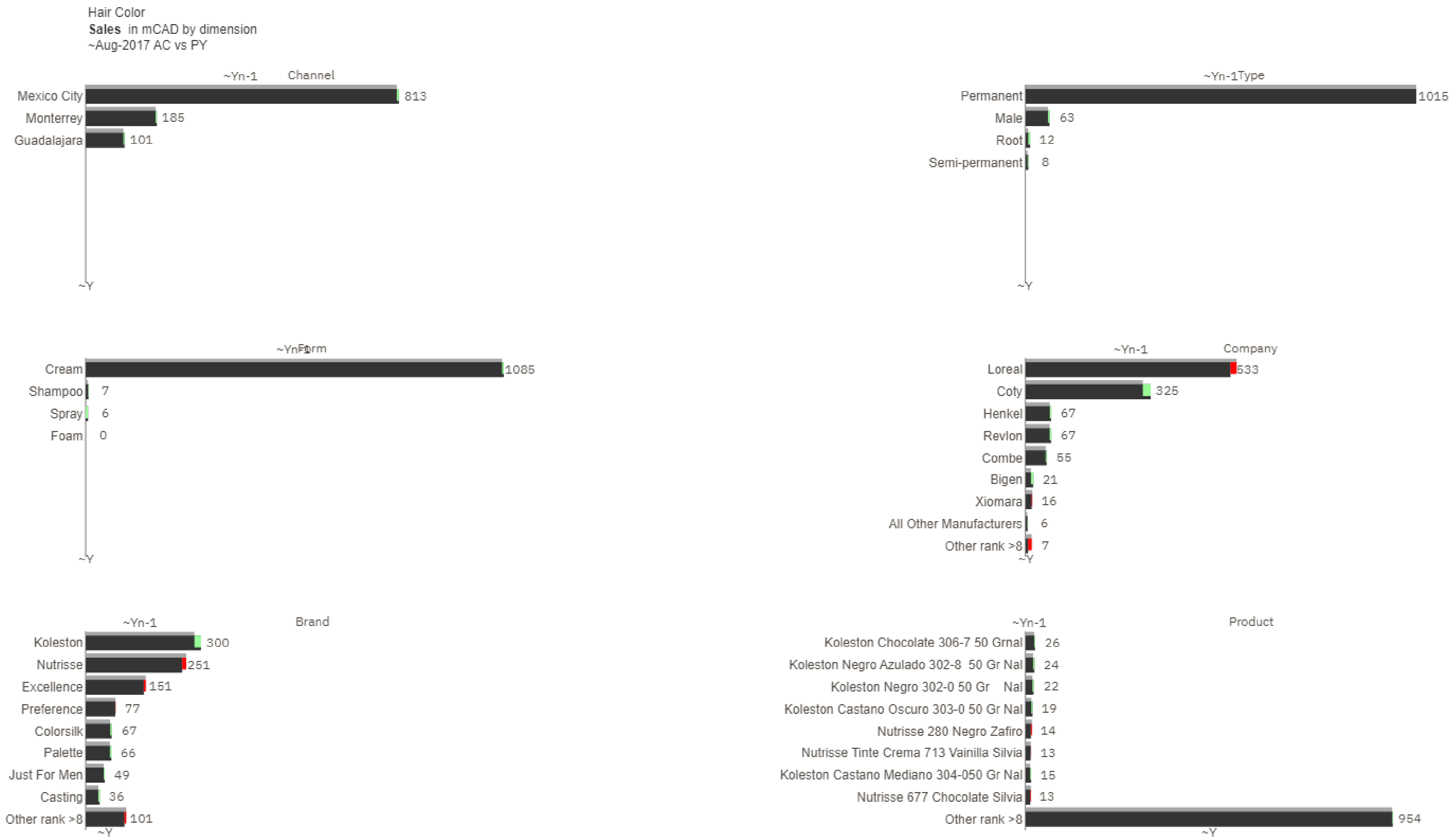
Sales grew across Mexico City, Monterrey, and Guadalajara. Mexico City had the highest absolute growth. All regions saw increased sales volumes or a shift to higher-priced products, but also faced price reductions or a shift to lower-priced items.



A multidimensional variance analysis reveals the complex interplay of factors driving the company's sales performance. Permanent cream hair color products by Coty significantly outperformed, but the broader category saw a decline, highlighting the importance of specific product offerings. Mexico City showed the strongest growth, followed by Guadalajara and Monterrey. The combination of product type, brand, and sales channels illustrates the need for targeted strategies to capitalize on regional and product-specific trends.



Root and Semi-permanent product types are growing significantly, though from a smaller base, suggesting room for more growth. But Foam form and brands like Nutrisse saw sharp declines, hinting at changes in what consumers want or problems with product or distribution plans. Coty's growth contrasts with Loreal's decline, emphasizing the need to adapt to the market. Koleston Negro Azulado 302-8 50 Gr Nal and Koleston Castano Oscuro 303-0 50 Gr Nal are top performers that could guide future product development and marketing.



Coty consistently outperforms, showing strong growth in all regions, particularly in Guadalajara. Revlon also exhibits notable growth, especially in Monterrey. In contrast, Loreal faces challenges, with declines or negligible growth across all channels. Henkel demonstrates steady, modest growth. The varying performance of smaller companies in the 'Other rank >4' category highlights the challenges they face against larger players. These insights underscore the importance of localized strategies and the need to adapt to the unique dynamics of each market.

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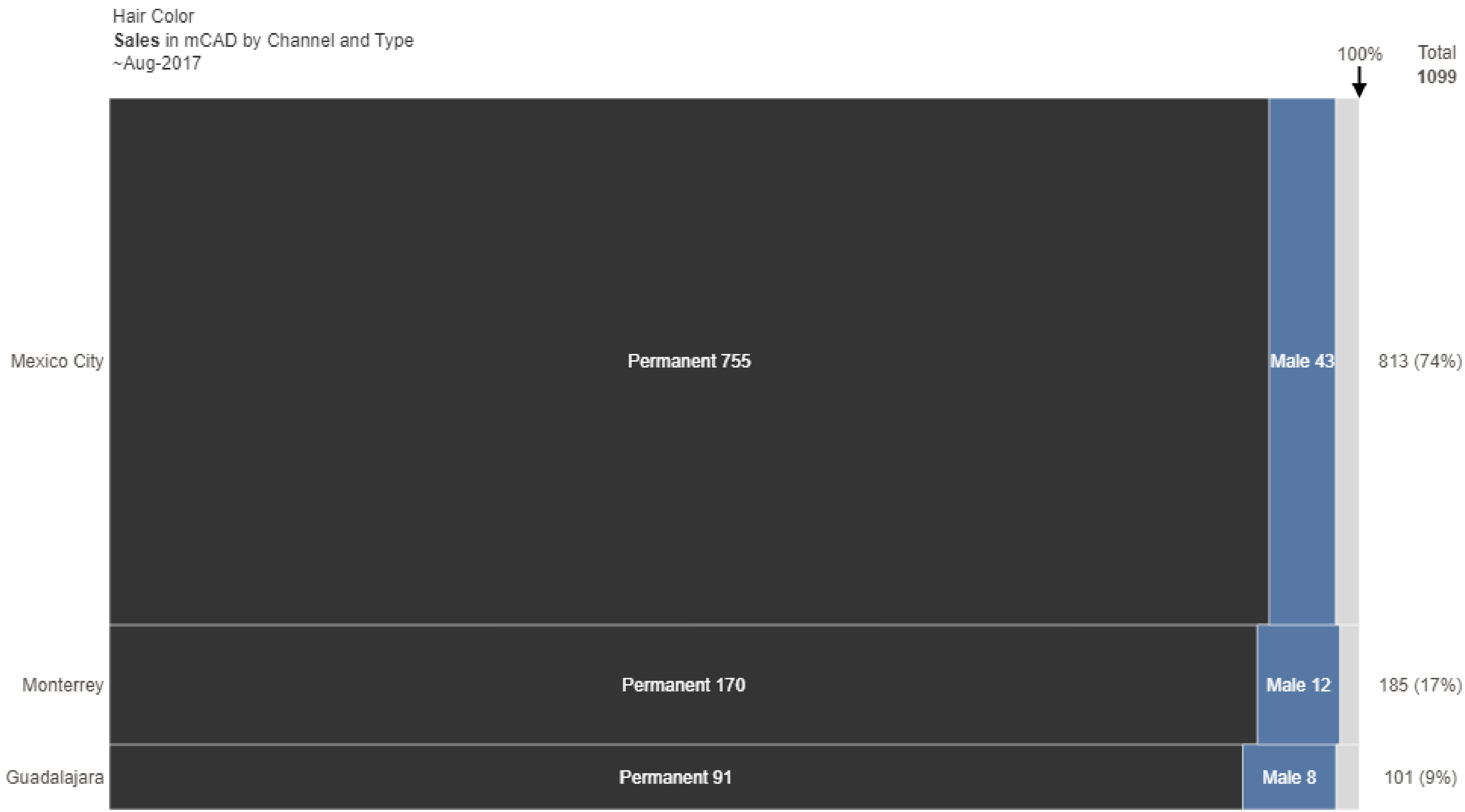
The dataset reveals that Mexico City is the largest market for hair color products, with significantly higher sales than Monterrey and Guadalajara (p.17). Permanent hair color dominates sales across all three cities, making up over 90% of sales in each market, indicating a strong consumer preference for this type (p.17). However, the 'Other rank >1' hair color type shows higher growth rates compared to 'Permanent' across all channels, suggesting a shift in consumer preferences or effective marketing strategies for these more specialized products (p.18).

All companies primarily focus on distributing permanent hair color products, with Loreal leading in both the Mexico City and 'Other rank >1' channels (p.19). The 'Male' category sees substantial distribution in the 'Other rank >1' channel, particularly under 'Other rank >4', indicating higher demand or focus on male hair color products in this market (p.19). Loreal dominates the 'Permanent' hair color category, while Henkel and 'Other rank >4' are the only participants in the 'Male' and 'Semi-permanent' segments, respectively (p.20).

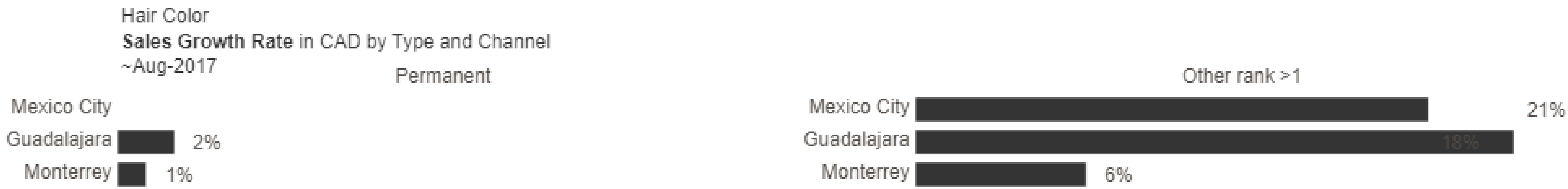
Excellence, Koleston, and Nutrisse employ a strategy of lower unit prices and high sales volumes, dominating the market in revenue (p.21). Just For Men and Bigen target a different or premium market with higher unit prices and lower volumes (p.21). Preference, Miss Clairol, Palette, and Colorsilk maintain consistent demand in the middle price range, balancing price and volume for strong total sales (p.21).

Permanent Hair Color consistently shows the highest sales figures across all three channels, indicating strong market preference or demand, possibly due to its lasting nature or broader range of colors (p.22). Despite having the highest unit prices across all types and channels, Male Hair Color products still have relatively healthy sales volume, suggesting solid market acceptance and a potential premium market positioning (p.22). Root and Semi-permanent types show significantly lower sales across all channels, which might suggest lower demand or more niche appeal compared to Permanent types (p.22).

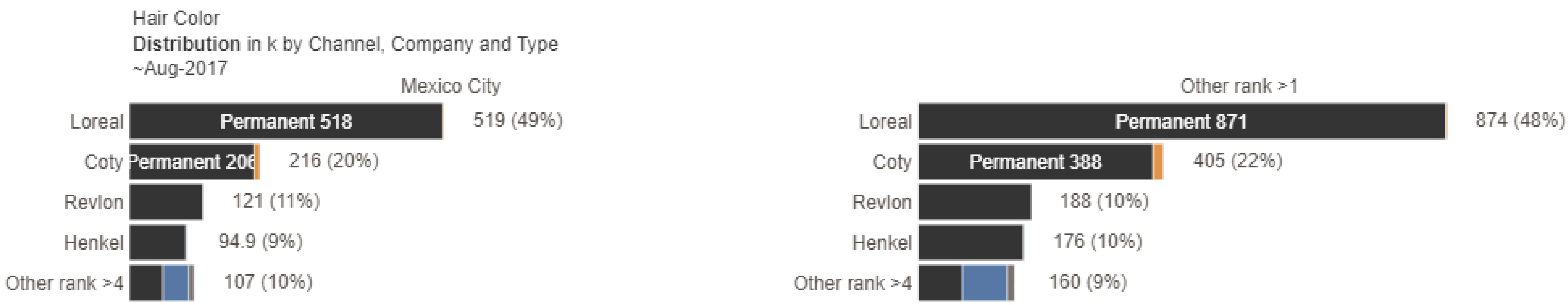
The dataset breaks down hair color product sales in Mexico across three channels: Mexico City, Monterrey, and Guadalajara. Mexico City is the largest market, with significantly higher sales than Monterrey and Guadalajara, possibly due to a larger consumer base or better distribution. Permanent hair color dominates sales in all three cities, making up over 90% of sales in each, suggesting a strong consumer preference for this type.



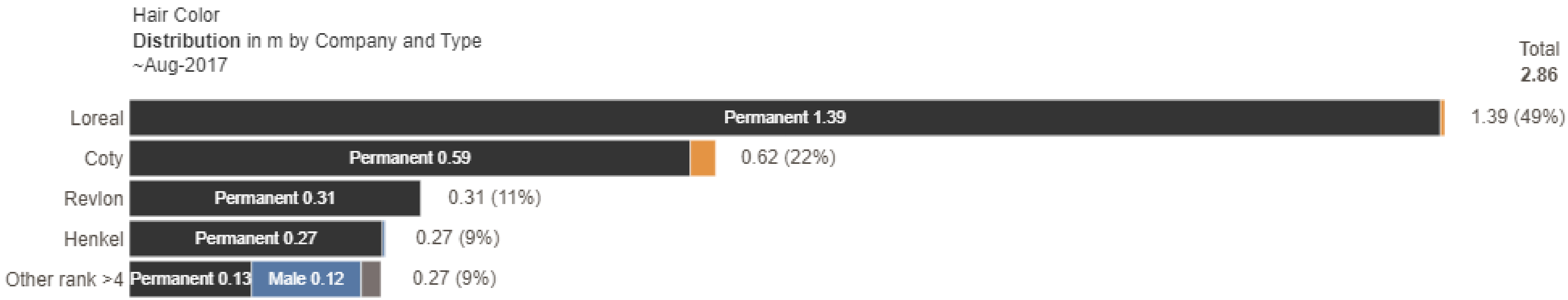
The 'Other rank >1' hair color type shows higher growth rates across all channels compared to 'Permanent'. This suggests stronger demand or better reception for these more specialized or newly introduced products. It could reflect changing consumer preferences or more effective marketing for these products over traditional 'Permanent' types.



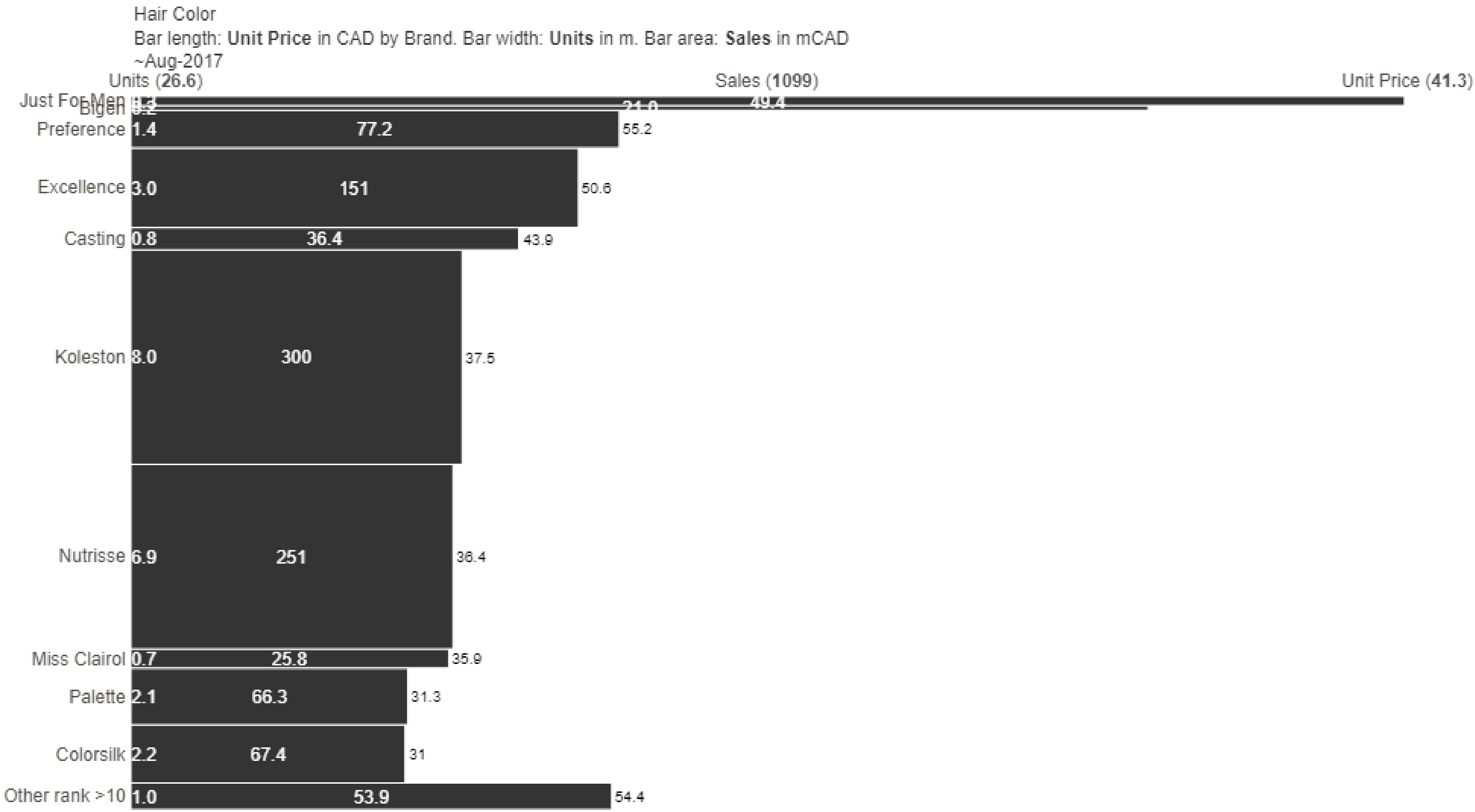
All companies primarily focus on distributing permanent hair color products, which dominate across all companies and channels. Loreal leads in both channels, with significantly higher figures than other companies. The 'Male' category sees substantial distribution in the 'Other rank >1' channel, particularly under 'Other rank >4', suggesting higher demand or focus on male hair color products there compared to Mexico City.



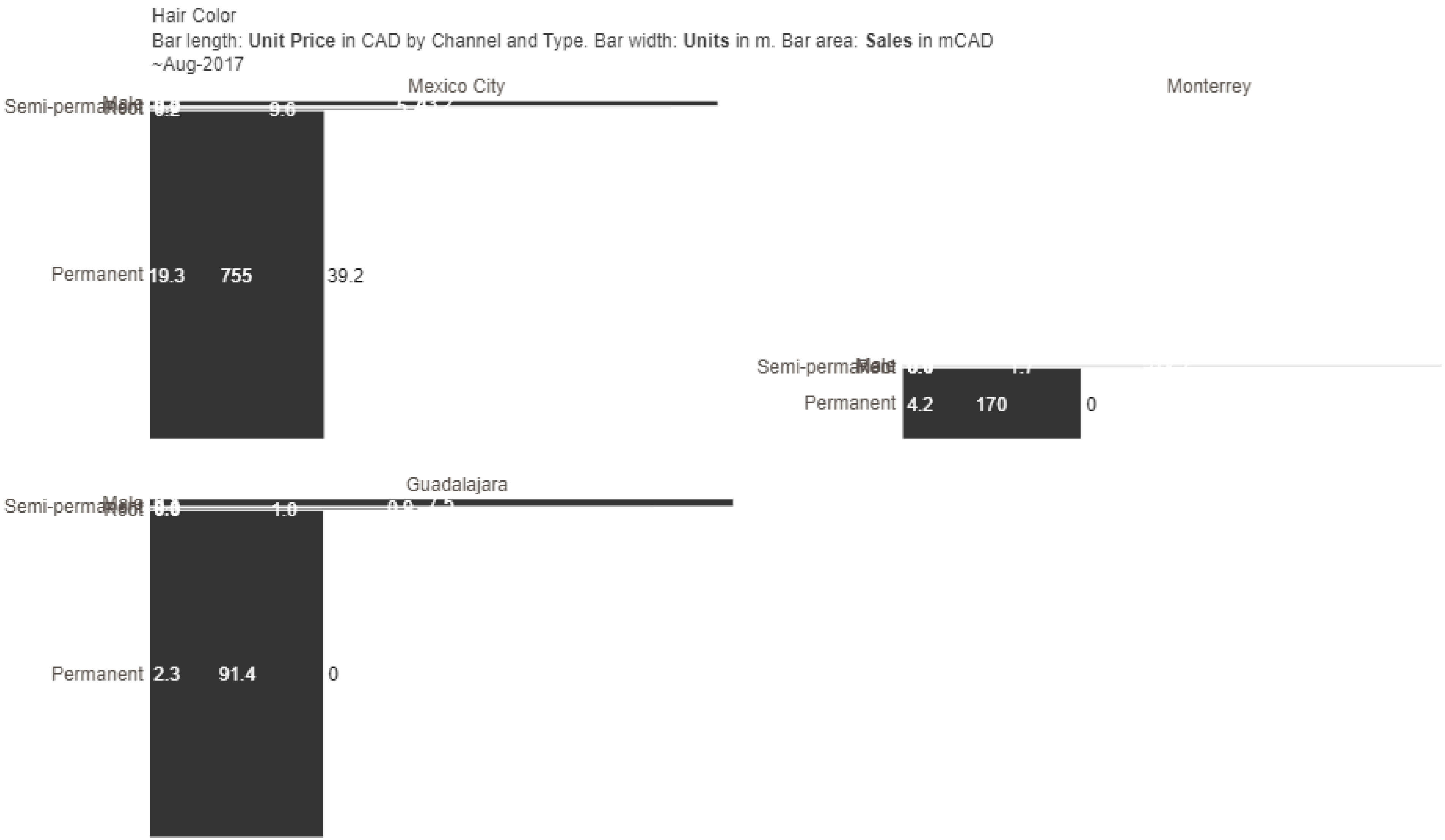
Loreal dominates the 'Permanent' hair color category with over twice the units of Coty, its nearest competitor. Henkel has a smaller presence in both the 'Permanent' and 'Male' categories. The 'Male' category itself is notably smaller, with only Henkel and the 'Other rank >4' category participating. Coty and Loreal are the sole players in the less prominent 'Root' category, while 'Other rank >4' is the only participant in the 'Semi-permanent' segment.



Excellence, Koleston, and Nutrisse use a strategy of lower unit prices and high sales volumes, dominating the market in revenue. Just For Men and Bigen have higher unit prices and lower volumes but still achieve substantial sales, likely targeting a different or premium market. Preference, Miss Clairol, Palette, and Colorsilk show consistent demand in the middle price range, balancing price and volume for strong total sales.



Permanent Hair Color consistently shows the highest sales figures across all three channels, indicating strong market preference or demand. This could be due to its lasting nature or broader range of colors. Despite having the highest unit prices across all types and channels, Male Hair Color products still have relatively healthy sales volume, suggesting solid market acceptance. The high price could indicate a premium market positioning. Root and Semi-permanent types show significantly lower sales across all channels, which might suggest lower demand or more niche appeal compared to Permanent types.



The hair color market exhibits diverse growth rates and pricing across brands, with no clear correlation between sales volume, growth rate, and price (p.25). While established brands like Nutrisse, Excellence, and Preference face negative growth, possibly due to market saturation or competition, smaller brands such as Casting, Miss Clairol, and Bigen are experiencing rapid growth, potentially driven by effective marketing or unique product offerings (p.25).

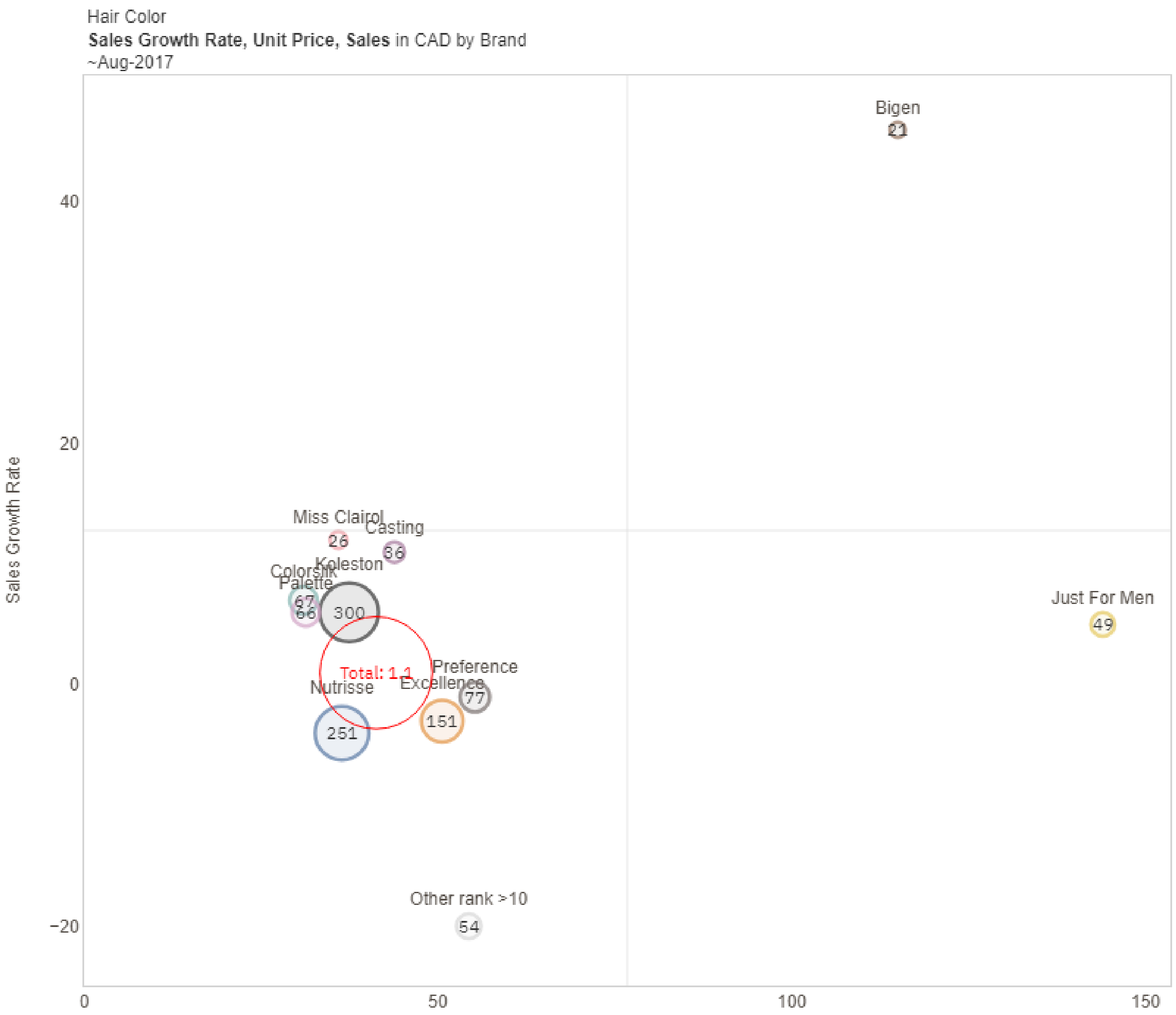
Bigen's 'Permanent' and 'Male' products stand out with high unit prices and growth rates, suggesting a profitable niche market (p.26). Some brands, like Koleston and Nutrisse, have high sales but moderate to negative growth, while others, such as Miss Clairol and Bigen 'Permanent,' have lower sales but significantly higher growth (p.26). 'Male' products command premium prices, possibly due to less competition or perceived value (p.26).

The Permanent type dominates the hair color market, accounting for 97.1% of units sold and 94.0% distribution (p.27). Male, Root, and Semi-Permanent types have much smaller market shares, with Semi-Permanent being the least popular at only 0.3% of units sold (p.27). Permanent products make up 88.8% of total products but have higher sales and units percentages, indicating better performance compared to other types (p.27).

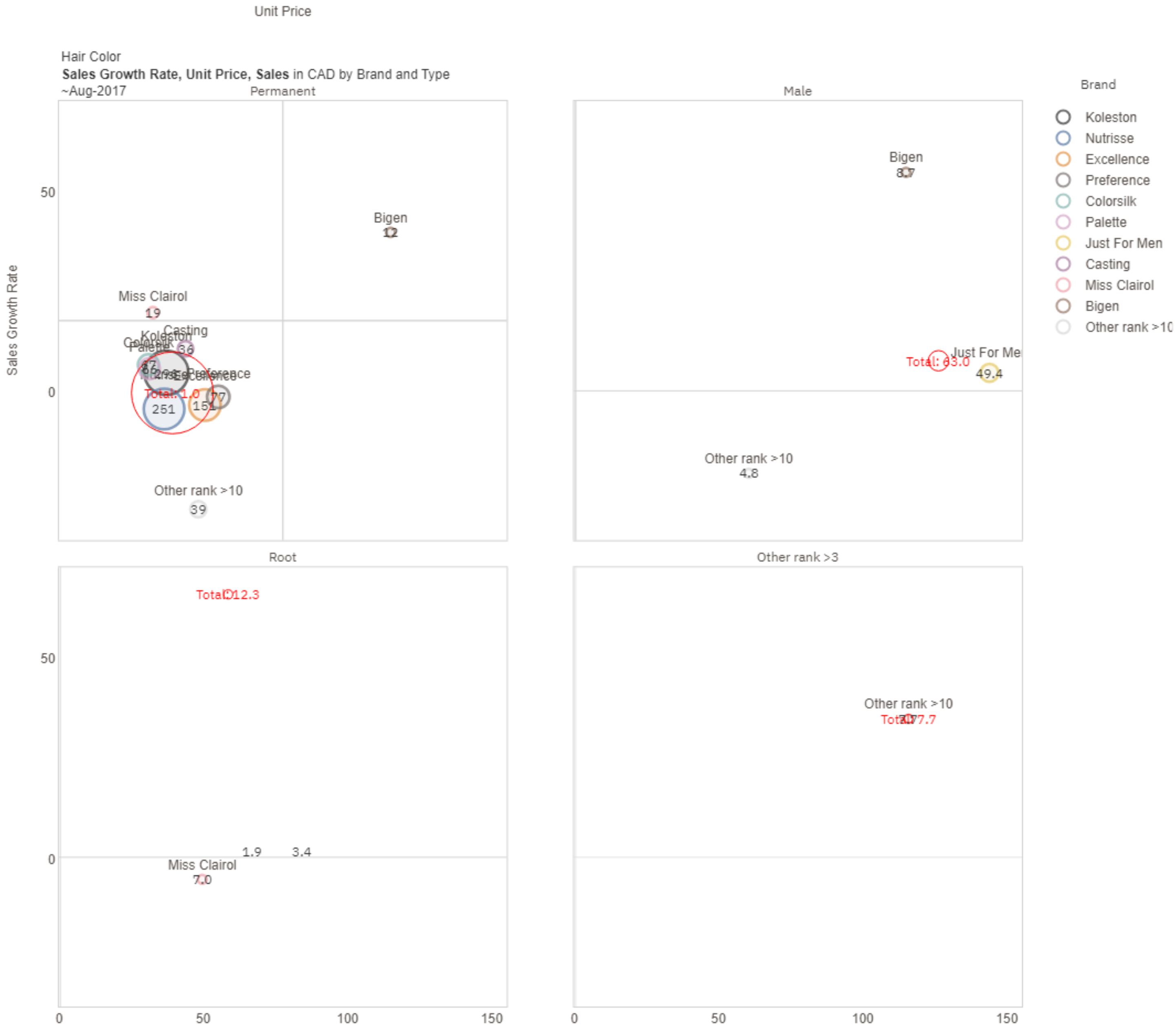
Brands like Koleston and Natural Instinct have successfully positioned themselves in the premium price segment while maintaining considerable sales volumes (p.28). Mass market products, such as Casting, Miss Clairol, and Preference, show significant sales volume at lower price points, falling within or just below the $20 million sales isoline, indicating substantial total sales despite their lower unit price (p.28). Brands positioned on or near higher sales value isolines, such as $40 million or $60 million, suggest robust sales performance due to their effective balance of unit price and volume sold (p.28).

The top 163 products, representing just 18% of the total, drive 80% of sales value and volume in the hair color business (p.29). These 'A' class products dominate revenue and quantity, while other classes fill out the product line but may need evaluation for performance or discontinuation based on profitability and market trends (p.29).

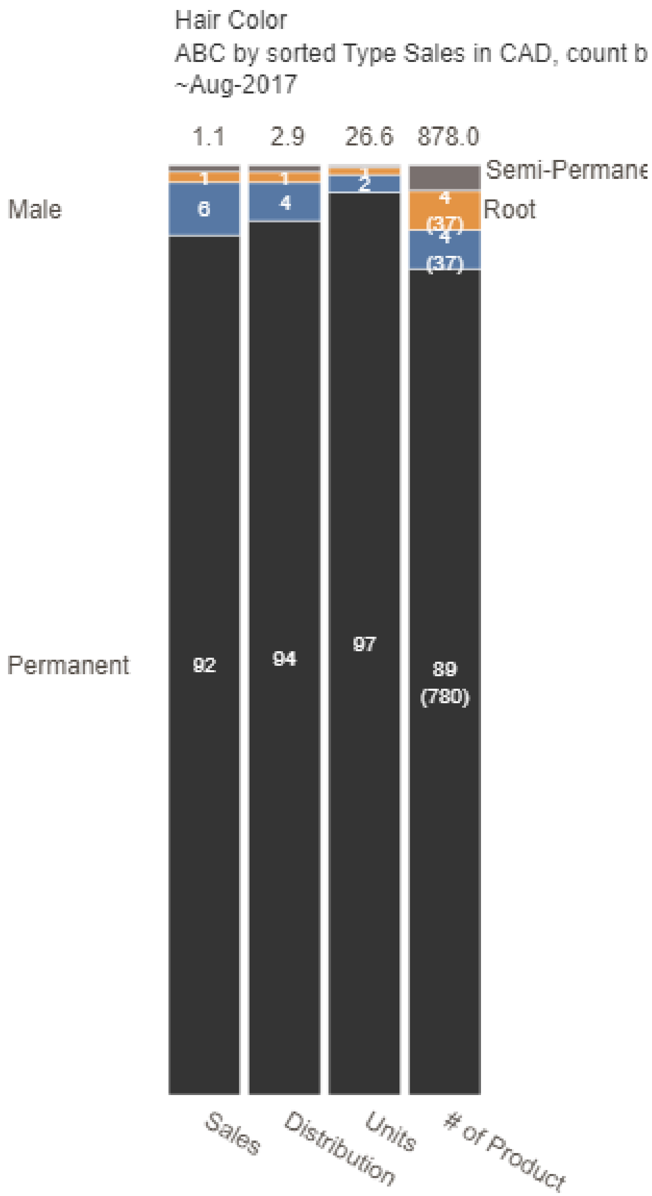
The hair color market is diverse, with brands showing significant variations in growth rates and pricing. Sales volume doesn't clearly correlate with growth rate, and higher prices don't necessarily mean lower sales. Nutrisse, Excellence, and Preference have negative growth, suggesting market saturation or competition, while Casting, Miss Clairol, and Bigen are growing fast, possibly due to good marketing or unique products. Smaller brands in the "Other rank >10" category struggle, likely because of competition from bigger, established brands.



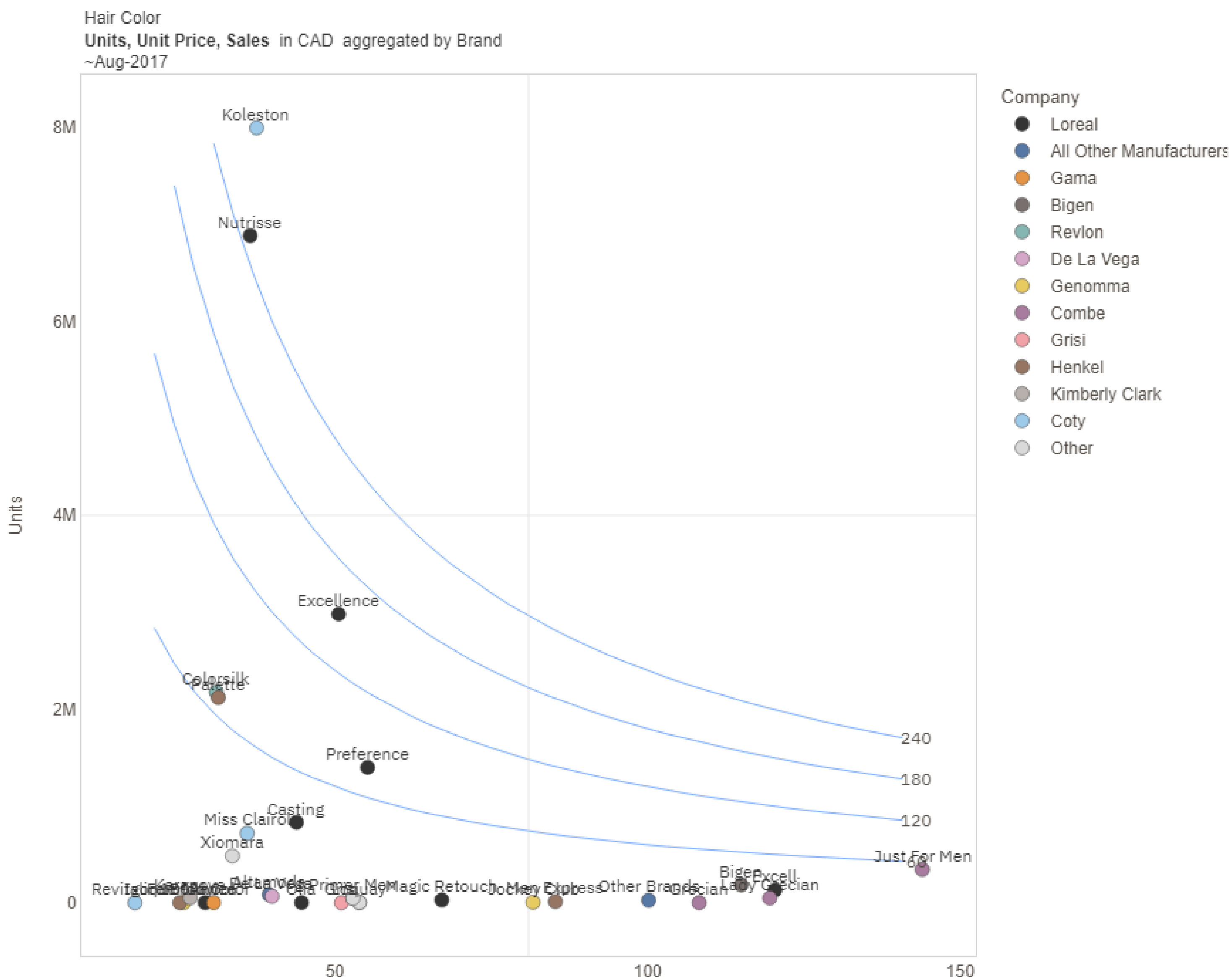
Bigen's 'Permanent' and 'Male' products have high unit prices and growth rates, suggesting a profitable niche market. Brands like Koleston and Nutrisse have high sales but moderate to negative growth, while Miss Clairol and Bigen 'Permanent' have lower sales but much higher growth. 'Male' products are priced significantly higher than other types, possibly due to premium pricing or less competition.



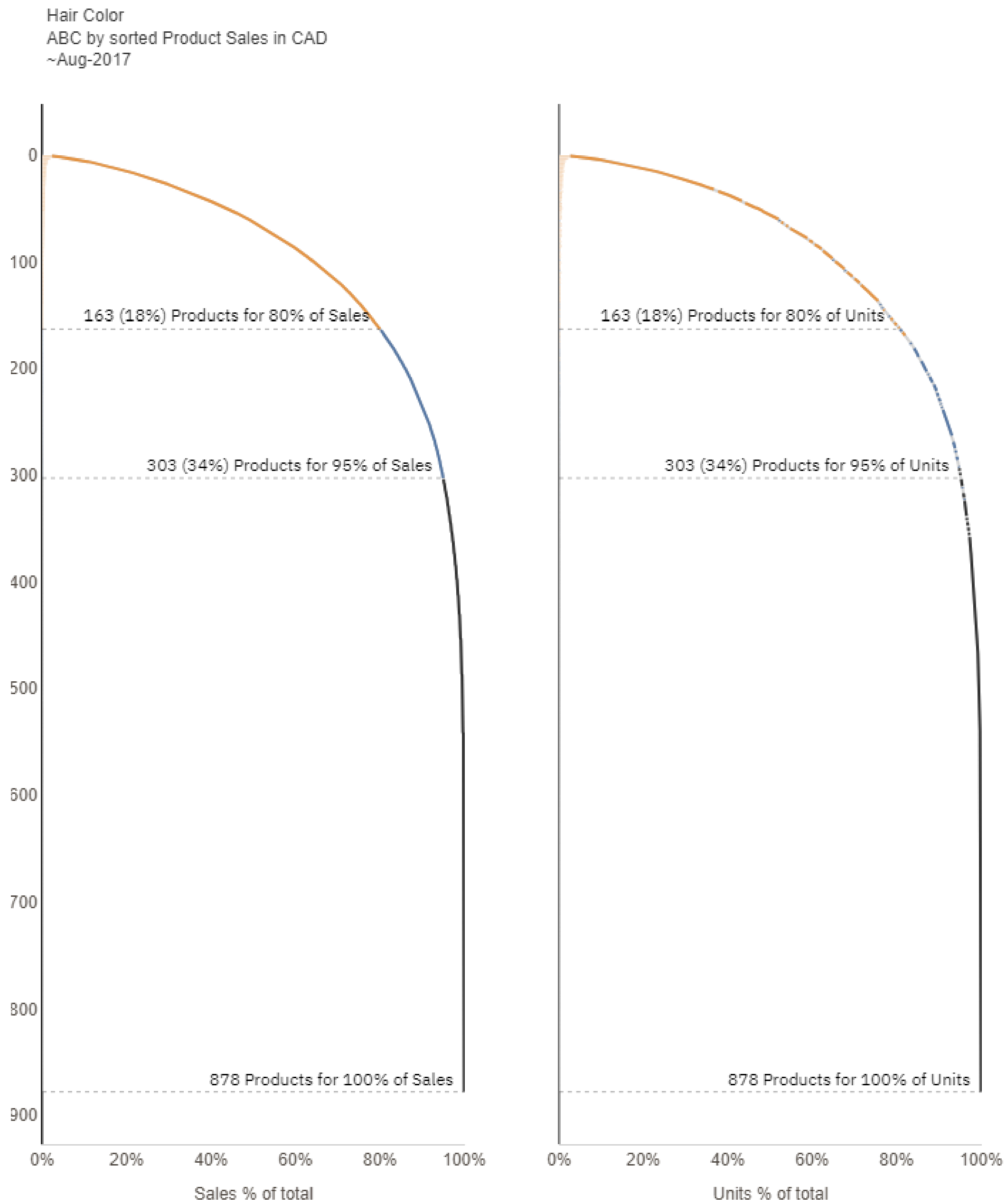
The Permanent type dominates the hair color market, with 97.1% of units sold and 94.0% distribution. Male, Root, and Semi-Permanent types have much smaller shares, with Semi-Permanent being the least popular at just 0.3% of units sold. Permanent products make up 88.8% of total products but have higher sales and units percentages, indicating better performance compared to other types.



Koleston and Natural Instinct are successfully positioned in the premium price segment while maintaining considerable sales volumes. Mass market products like Casting, Miss Clairol, and Preference show significant sales volume at lower price points, falling within or just below the $20 million sales isoline, indicating substantial total sales despite their lower unit price. Brands positioned on or near higher sales value isolines such as $40 million or $60 million suggest robust sales performance due to their effective balance of unit price and volume sold.



The top 163 products (18% of total) drive 80% of sales value and volume in the hair color business. These 'A' class products dominate revenue and quantity, while other classes fill out the product line but may need evaluation for performance or discontinuation based on profitability and market trends.



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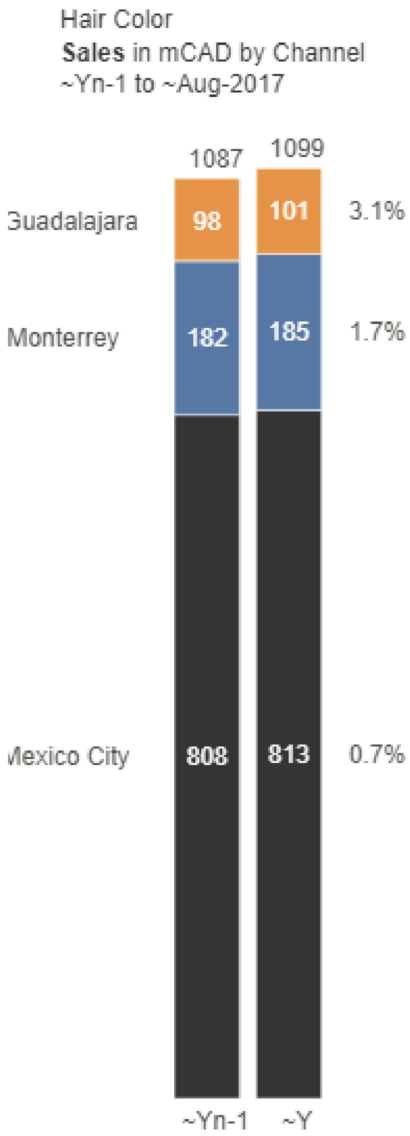
The company's sales grew by $11.5 million, a 1.1% increase from the previous year, with units sold also increasing by 1,030.7k. However, the revenue per unit decreased slightly from $42.50 to $41.30, suggesting a change in product mix or increased discounting (p.32). Geographically, Guadalajara had the highest sales growth at 3.1% CAGR, despite being the smallest market. Mexico City, the largest market, showed the lowest growth at 0.7% CAGR, indicating potential saturation. Monterrey performed moderately with 1.7% CAGR growth and a substantial market size (p.33).

Sales from the older cohort declined 2.3% year-over-year, dropping from $1.1 billion in ~Yn-1 to $1.1 billion in ~Y. The new cohort contributed $36.7 million in its first year, helping mitigate the overall decline. Total sales for ~Y, combining both cohorts, were $1.1 billion (p.34). Hair color product sales were relatively stable year-over-year, with some monthly fluctuations across Mexico City, Guadalajara, and Monterrey. Mexico City had the biggest swings, declining 1% overall. Guadalajara grew 2% annually despite monthly dips. Monterrey showed slight positive change. October and April typically saw higher sales in all channels (p.35).

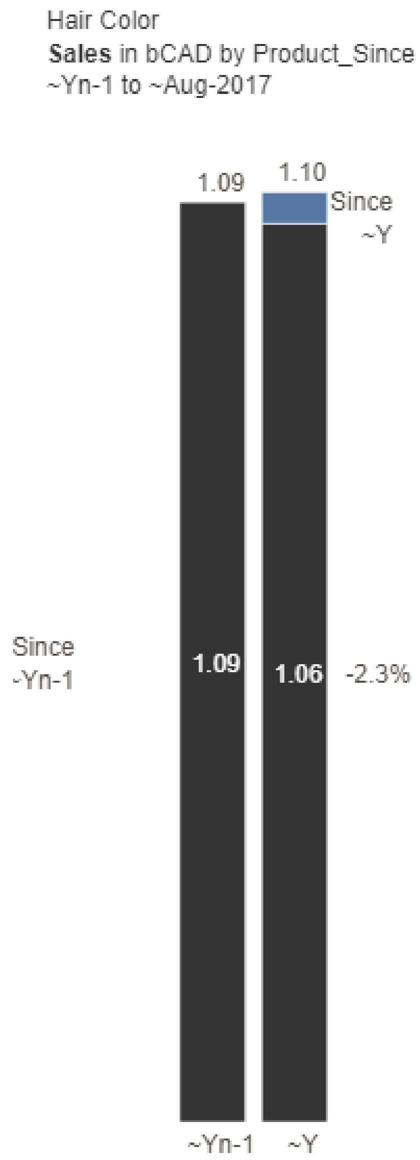
Despite a slight 0.2% decrease in Hair Color product sales from last year, monthly sales showed significant volatility. Notable increases occurred in October, December, April (34%), and June (36%), while significant decreases were seen in November, May, and July (-26%). Despite these monthly fluctuations, the overall annual performance suggests the business can withstand these variations without substantial impact on annual outcomes (p.36).

Sales grew by approximately $11.5 million, a 1.1% increase from the previous year. Units sold also increased by 1,030.7k. However, the revenue per unit decreased slightly from $42.50 to $41.30, suggesting a change in product mix or increased discounting.

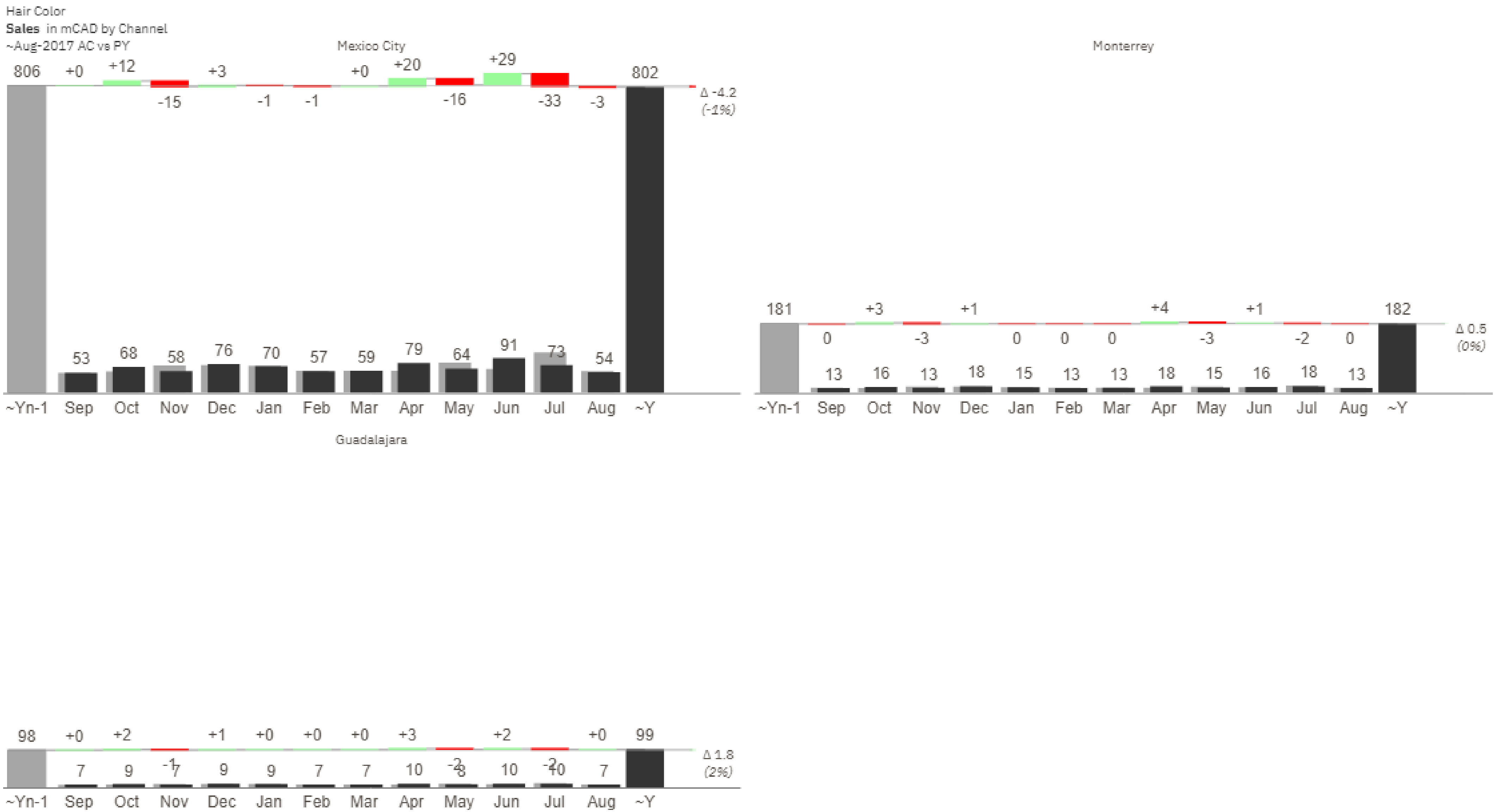
Guadalajara had the highest sales growth at 3.1% CAGR, despite being the smallest market. Mexico City, the largest market, showed the lowest growth at 0.7% CAGR, indicating potential saturation. Monterrey performed moderately with 1.7% CAGR growth and a substantial market size.



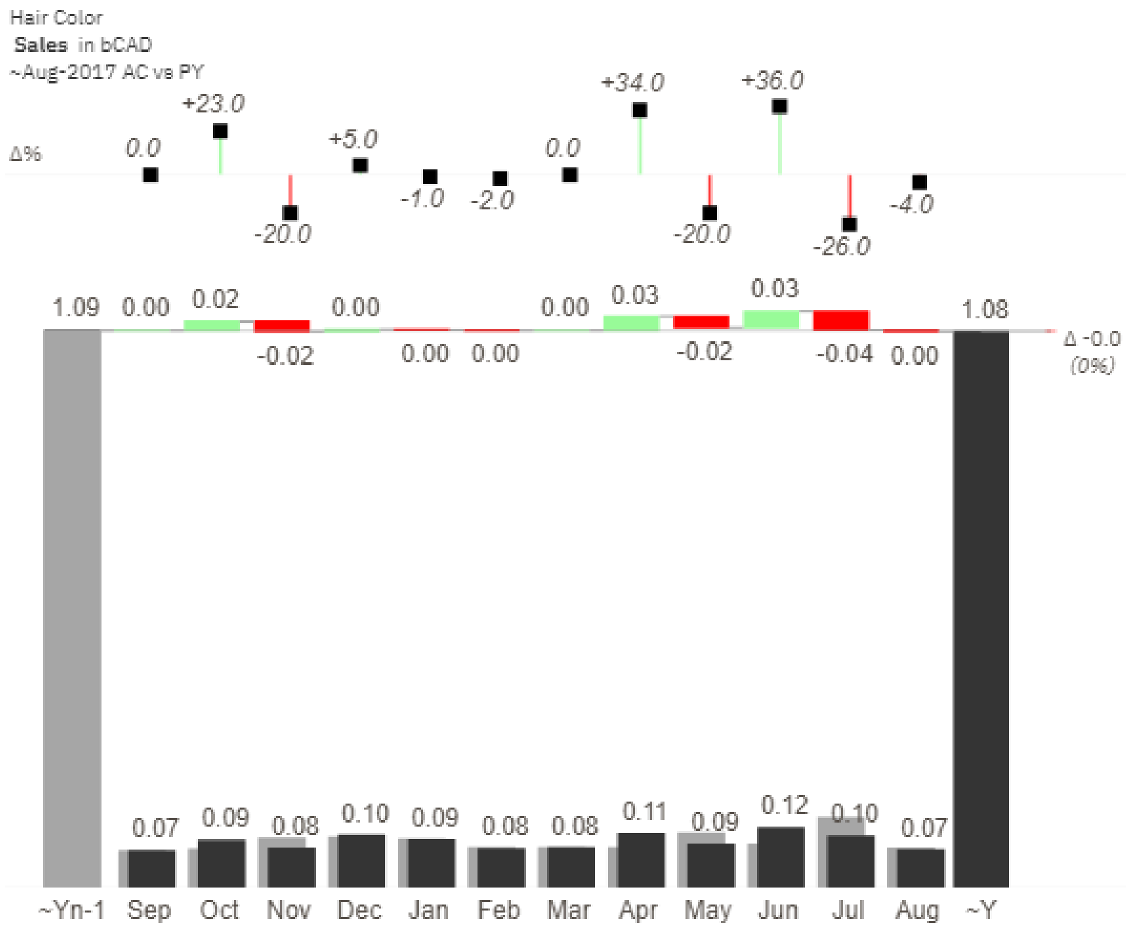
Sales from the older cohort declined 2.3% year-over-year, dropping from $1.1 billion in ~Yn-1 to $1.1 billion in ~Y. The new cohort contributed $36.7 million in its first year, helping mitigate the overall decline. Total sales for ~Y, combining both cohorts, were $1.1 billion.



Hair color product sales were relatively stable year-over-year, with some monthly fluctuations across Mexico City, Guadalajara, and Monterrey. Mexico City had the biggest swings, declining 1% overall. Guadalajara grew 2% annually despite monthly dips. Monterrey showed slight positive change. October and April typically saw higher sales in all channels.



Hair Color product sales remained stable, with a slight 0.2% decrease from last year. However, monthly sales showed significant volatility. Notable increases occurred in October, December, April (34%), and June (36%). Significant decreases were seen in November, May, and July (-26%). Despite monthly fluctuations, the overall annual performance suggests the business can withstand these variations without substantial impact on annual outcomes.



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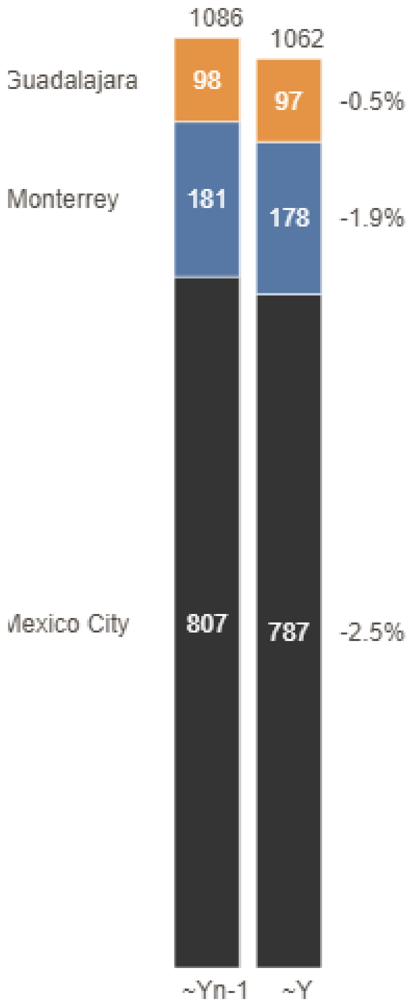
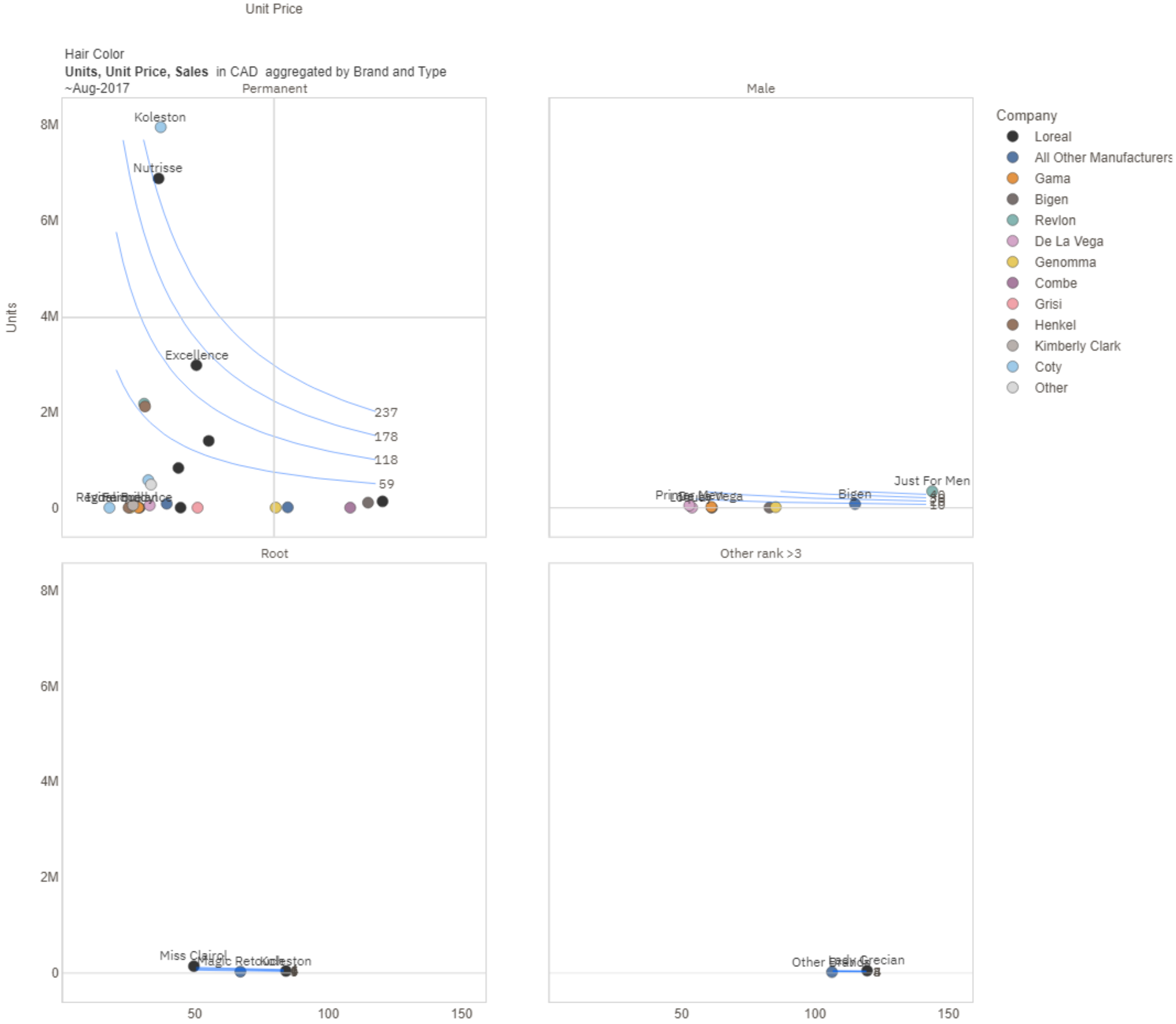
Sales Growth Rate in CAD by Channel
~Aug-2017

Hair Color
Sales by Product in mCAD
~Yn-1 to ~Aug-2017

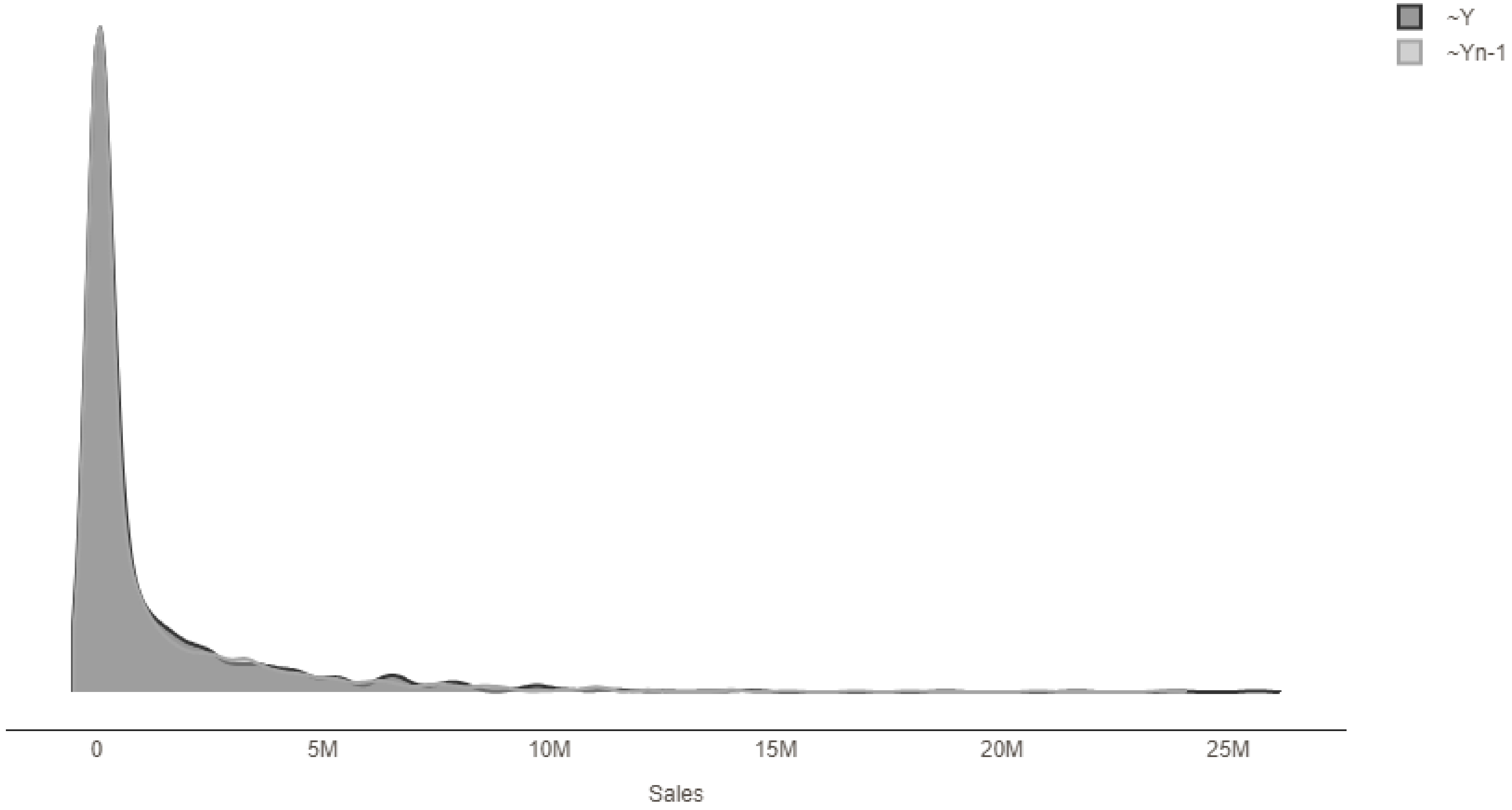
Hair Color
Sales in mCAD by Channel like-for-like Product ~Y
~Yn-1 to ~Aug-2017

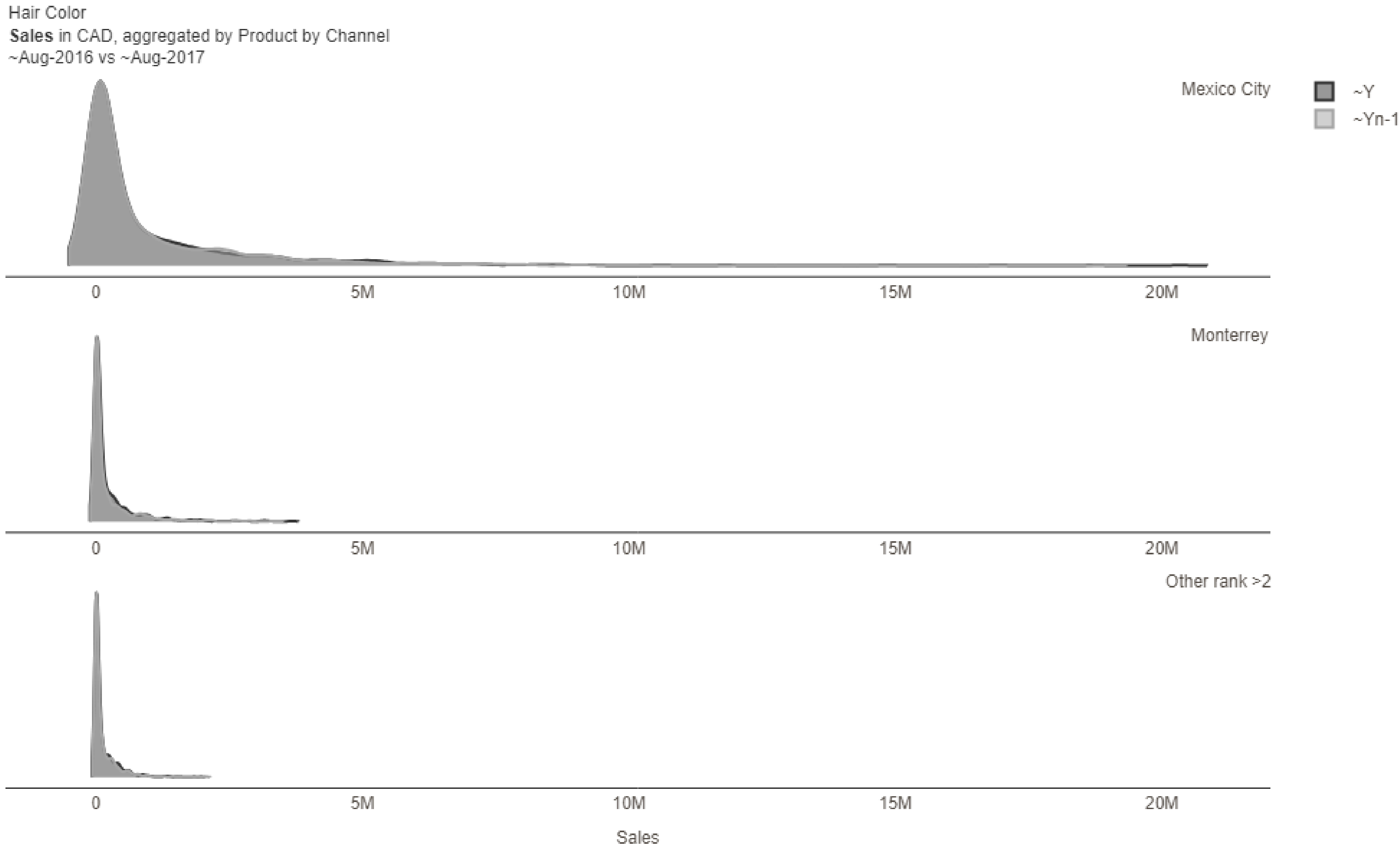


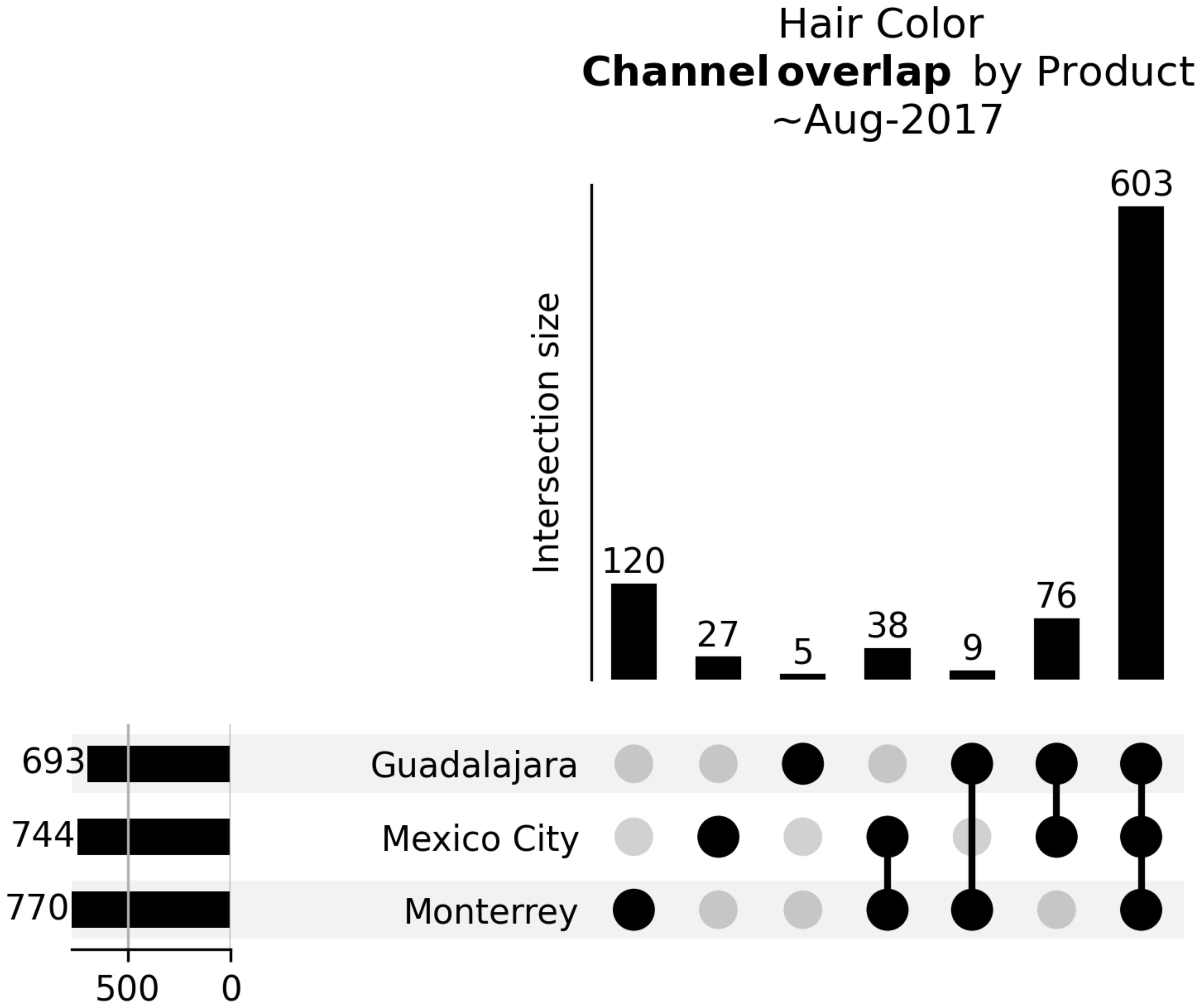


Unit Price
Hair Color
Units, Unit Price, Sales in CAD aggregated by Brand and Type
~Aug-2017
Permanent
Male
Root
Other rank >3
Units
Koleston
Nutrisse
Excellence
237
178
118
59
Bigen
Just For Men
Miss Clairol
Grecian
Company
Loreal
All Other Manufacturers
Gama
Bigen
Revlon
De La Vega
Genomma
Combe
Grisi
Henkel
Kimberly Clark
Coty
Other
8M
6M
4M
2M
0
50
100
150

Hair Color
Sales in CAD, aggregated by Product
~Aug-2016 vs ~Aug-2017




Hair Color
Sales in CAD, aggregated by Product by Channel
~Aug-2016 vs ~Aug-2017
Mexico City
~Y
~Yn-1
0
5M
10M
15M
20M
Monterrey
Other rank >2
Sales


Hair Color
Channel overlap by Product
~Aug-2017
Intersection size
120
27
5
38
9
76
603
693
744
770
Guadalajara
Mexico City
Monterrey
500
0