

# Claude3 Opus Sales Report

## **Styling, '16 vs '17**

Prepared: 26 March 2024

This report uses charts and visuals 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

# Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

## **Market Overview**

The hair styling market, dominated by Unilever, L'Oréal, and Coty, experienced overall sales declines despite some price adjustments. Consumers shifted preferences from hair sprays and settings to styling aids, with the gel form and 151-200 ml size showing growth. Jar and spray pack types increased sales for some companies, while the 'Not Applicable' and 51-100 ml size categories declined across the board.

## **Competitive Landscape**

L'Oréal leads in Hair Sprays, Unilever dominates Styling Aids, and Coty maintains a consistent presence across segments in the highly competitive and segmented styling products market. Non-aerosol, Jar, and Spray pack types have shown positive growth, with consumer preferences varying across product categories and forms. The market exhibits significant price variability, presenting opportunities for optimization through strategic pricing, pack type selection, and targeted marketing.

## **Market Dynamics**

The hair care market offers both premium and economy products, with brands like Vo5 focusing on high volume at lower prices while others like John Frieda prioritize margins. Got 2b stands out with double-digit growth in sales and units, while a small percentage of brands and companies generate the majority of revenue and sales. Smaller players struggle to gain traction in this highly competitive and fragmented landscape.

## **Company Performance**

The company's sales declined from \$214 million in 2016 to \$205 million in 2017, with most brands seeing a reduction in both revenue and units sold, except for Henkel which grew. Some pack types and product forms showed growth, and while sales dropped significantly in certain months, September and December saw substantial increases. Hair Sprays sales declined 4% year-over-year, while Other rank >1 grew 4%, with both segments experiencing notable surges in December.

Executive summary

**Index**

At a glance

Sales breakdown

Data insights

Trends

Backup

**At a glance:** The hair styling market, led by Unilever, L'Oréal, and Coty, saw overall sales declines due to negative unit and mix impacts, despite some price adjustment gains. Consumer preferences shifted away from hair sprays and settings to styling aids, with the gel form and 151-200 ml size showing growth, while major manufacturers like Unilever's John Frieda brand experienced significant decreases. Jar and spray pack types increased sales for some companies, but the 'Not Applicable' and 51-100 ml size categories declined across the board. Pages 8 to 15.

**Sales breakdown:** The styling products market is highly competitive and segmented, with L'Oréal leading in Hair Sprays, Unilever dominating Styling Aids, and Coty having a consistent presence across segments. Despite an overall market decline, Non-aerosol, Jar, and Spray pack types have shown positive growth, with consumer preferences varying across product categories and forms. The market exhibits significant price variability, with the 151-200ml size seeing the highest increases, and strategic pricing, pack type selection, and targeted marketing present opportunities for optimization. Pages 17 to 29.

**Data insights:** The hair care market offers both premium and economy products, with brands like Vo5 focusing on high volume at lower prices while others like John Frieda prioritize margins. Despite the challenging and fragmented market, Got 2b stands out with double-digit growth in sales and units, while a small percentage of brands and companies generate the majority of revenue and sales. Smaller players struggle to gain traction in this highly competitive landscape. Pages 31 to 36.

**Trends:** The company's sales declined from \$214 million in 2016 to \$205 million in 2017, with most brands seeing a reduction in both revenue and units sold, except for Henkel which grew. Despite the overall decline, some pack types and product forms showed growth, and while sales dropped significantly in certain months, September and December saw substantial increases. Hair Sprays sales declined 4% year-over-year, while Other rank >1 grew 4%, with both segments experiencing notable surges in December. Pages 38 to 48.

Executive summary

Index

**At a glance**

Sales breakdown

Data insights

Trends

Backup

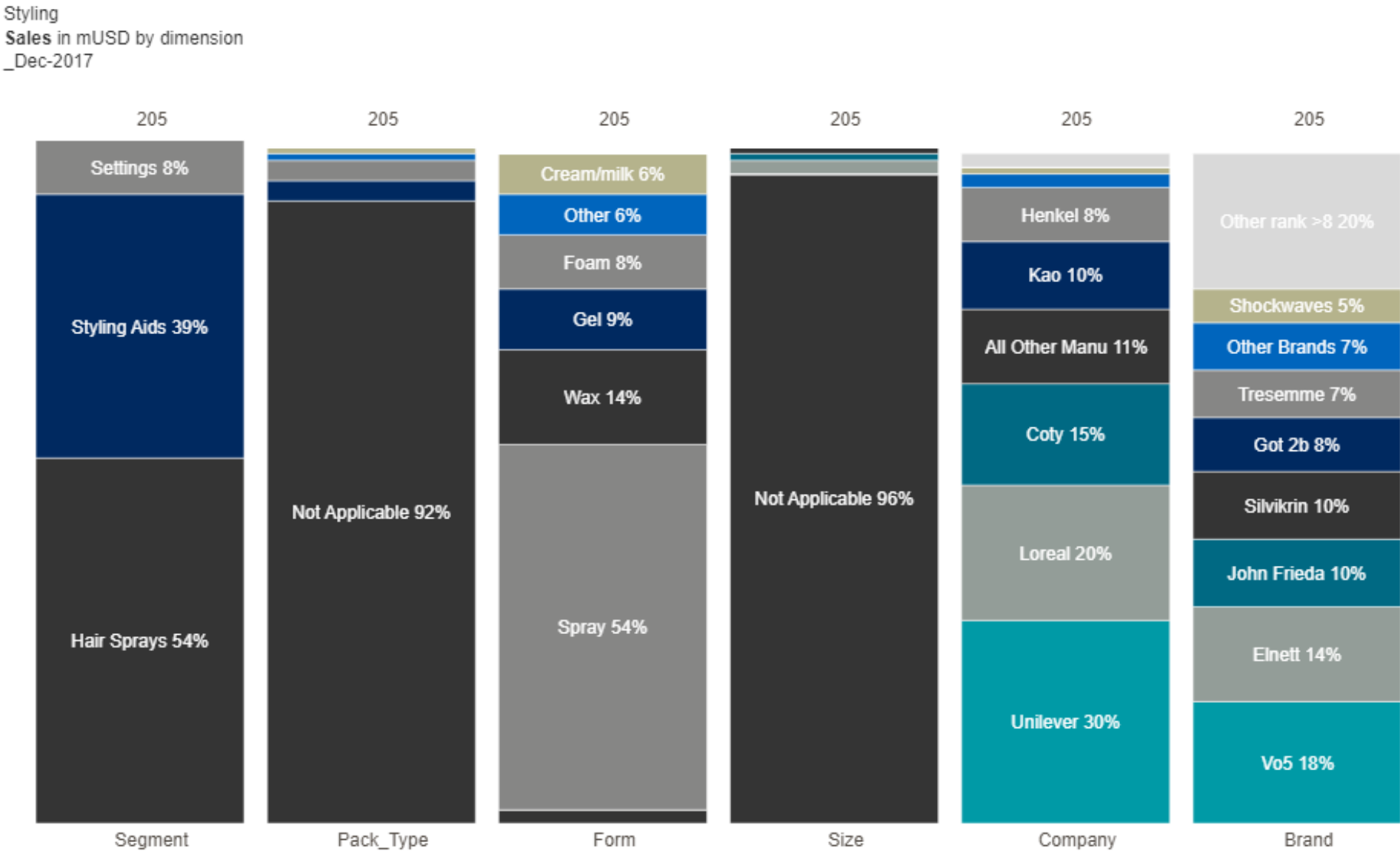
The hair styling market is dominated by hair sprays and styling aids, with Unilever leading, followed by L'Oréal and Coty (p.9). The company's sales decreased by \$8.7 million from 2016 to 2017, primarily due to a \$16.4 million negative impact from units & mix, partially offset by a \$7.7 million increase from price adjustments (p.10). All product segments saw decreased sales due to units & mix variance, but styling aids showed resilience, with an overall sales increase despite the units & mix decrease (p.11).

Consumer preferences are shifting, with hair sprays and settings segments declining, while styling aids grew (p.12, p.13). Jar, non-aerosol, and spray pack types increased, but 'not applicable' types decreased (p.13). The spray form decreased significantly, but the gel form rose, and consumers clearly preferred the 151-200 ml size (p.13). Major manufacturers, especially Unilever, saw a general decline, with significant decreases for the John Frieda brand (p.13).

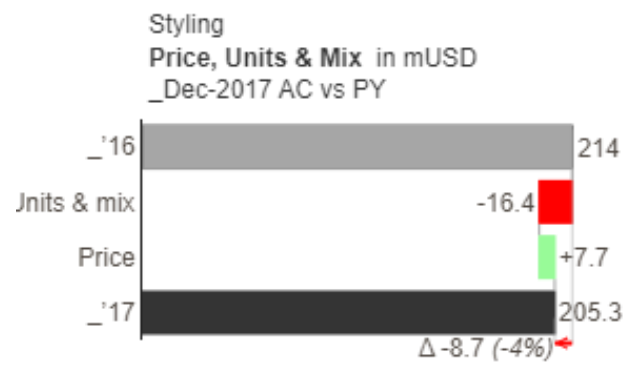
Sales shifts by pack type showed a decline for all companies where pack type wasn't applicable, with Unilever hit hardest (p.14). 'All Other Manufacturers' increased sales in the jar category and had a big jump in spray sales, albeit from a low base (p.14). Unilever and L'Oréal grew in the 'Other rank >3' category (p.14). Unilever showed significant growth in the 151-200 MI category but substantial declines in the 'Not Applicable' and 'Other rank >3' categories (p.15). The 'Not Applicable' and 51-100 MI size categories had declines across the board, while the 151-200 MI and 'Other rank >3' categories showed growth potential (p.15).



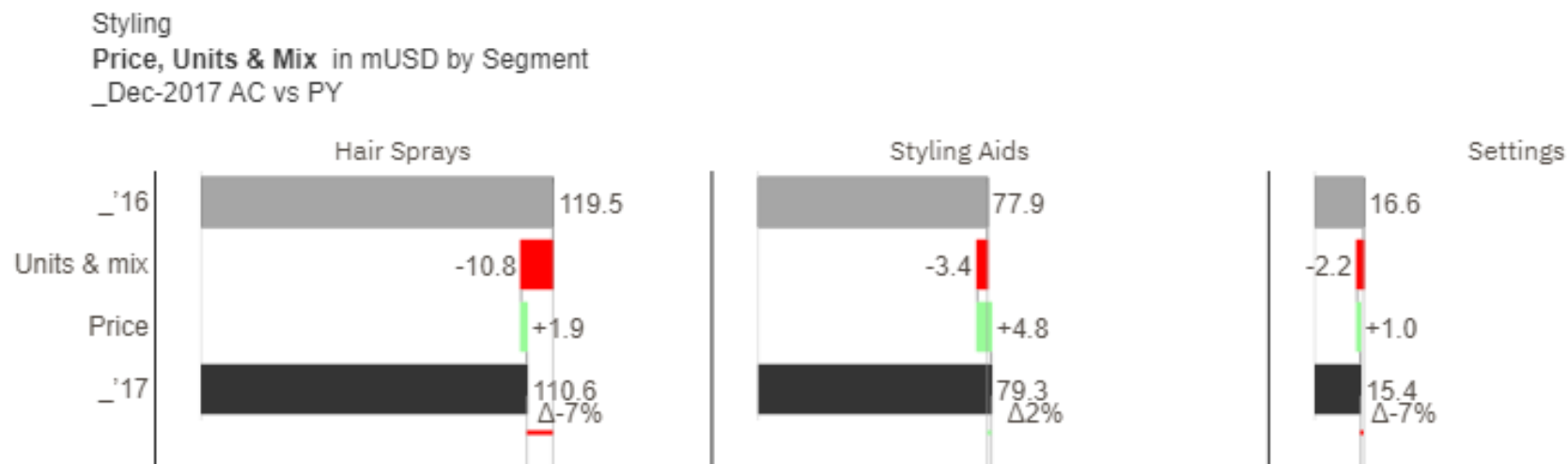
Hair sprays and styling aids dominate the styling sales market with a 93% share. Spray is the leading product form in a diverse market. Unilever leads, closely followed by L'Oréal and Coty. A few players and products are dominant, but many smaller players contribute to a competitive landscape.



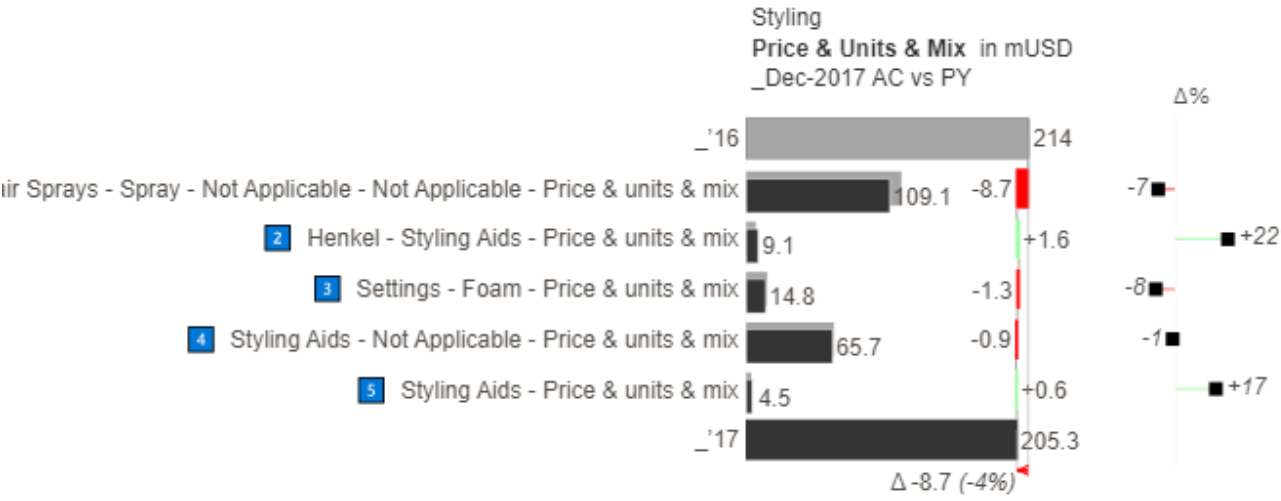
The company's sales decreased by \$8.7 million from 2016 to 2017, primarily due to a \$16.4 million negative impact from units & mix. However, price adjustments increased revenue by \$7.7 million, partially offsetting this negative impact.



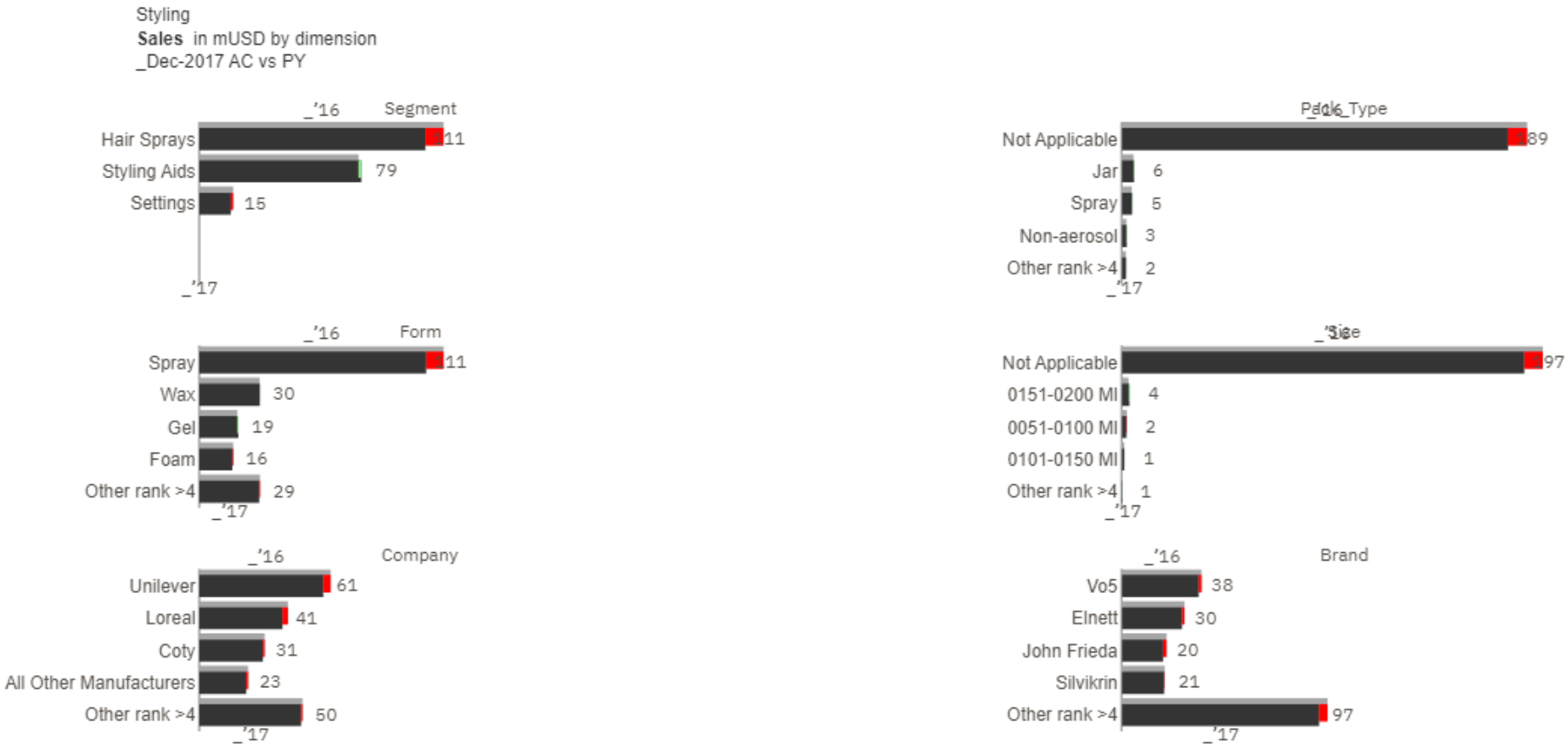
All three product segments - hair sprays, styling aids, and settings - saw decreased sales due to units & mix variance, suggesting volume or product mix challenges. However, increased sales from price variance point to effective pricing strategies across all segments. Styling aids was the only segment with an overall sales increase from 2016 to 2017, despite the units & mix decrease, indicating lower price sensitivity or higher perceived value among these customers.



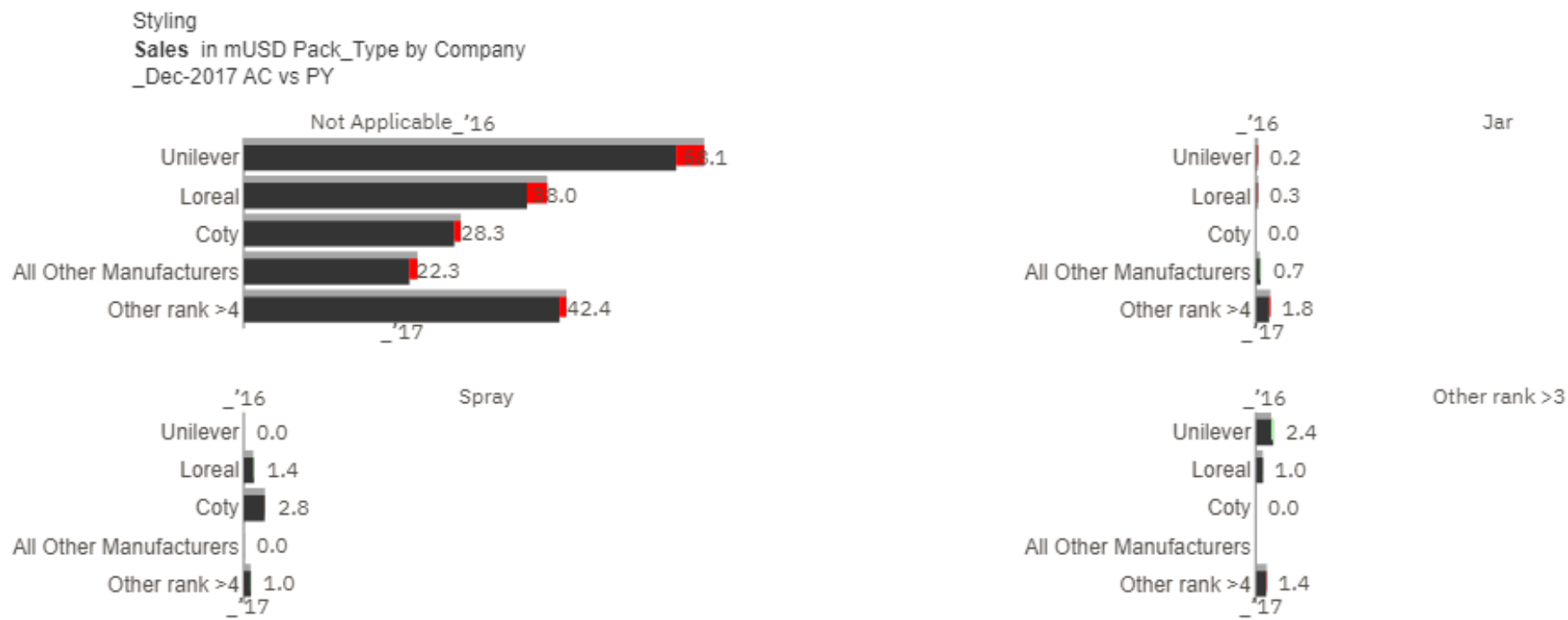
Sales declined from 2016 to 2017, with a major shift away from hair sprays in spray form. However, Henkel's styling aids showed resilience or growth. The data suggests changing consumer preferences or competitive dynamics, especially affecting hair sprays and certain styling aids.



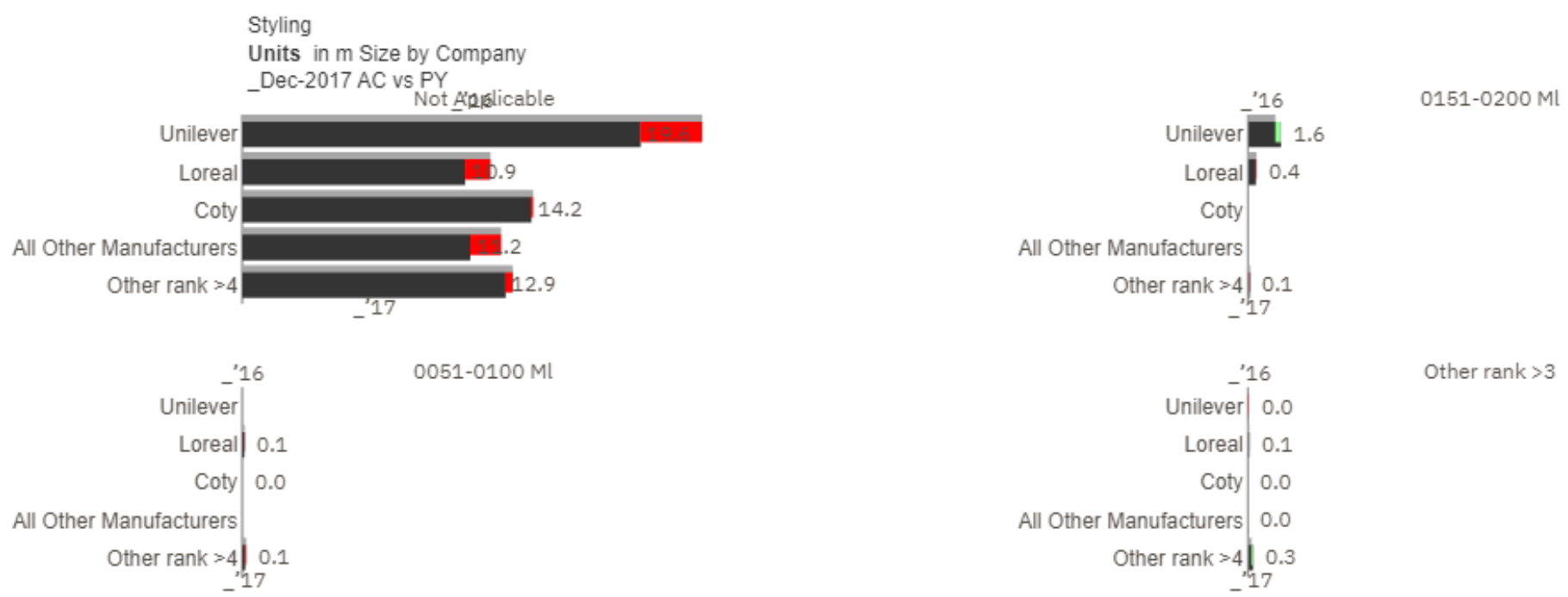
Consumer preferences are shifting in the market. Hair sprays and settings segments declined, while styling aids grew. Jar, non-aerosol, and spray pack types increased, but 'not applicable' types decreased. The spray form decreased significantly, but the gel form rose. Consumers clearly preferred the 151-200 ml size. Major manufacturers, especially Unilever, saw a general decline, with significant decreases for the John Frieda brand.



Sales of styling products are shifting by pack type. All companies saw a decline where pack type wasn't applicable, with Unilever hit hardest. In the jar category, only 'All Other Manufacturers' increased sales. They also had a big jump in spray sales, albeit from a low base. Unilever and L'Oréal grew in the 'Other rank >3' category.



Unilever showed significant growth in the 151-200 MI category but substantial declines in the 'Not Applicable' and 'Other rank >3' categories. L'Oréal and 'All Other Manufacturers' generally saw declines across most categories, except for growth in the 'Other rank >3' category. The 'Not Applicable' and 51-100 MI size categories had declines across the board, suggesting a possible shift in consumer preference away from these sizes or product types. The 151-200 MI and 'Other rank >3' categories showed growth potential, particularly for Unilever in the former and 'Other rank >4' and 'All Other Manufacturers' in the latter.



Executive summary

Index

At a glance

**Sales breakdown**

Data insights

Trends

Backup



The styling products market is highly competitive and segmented, with companies focusing on different product categories and forms (p.18). L'Oréal leads in Hair Sprays, Unilever dominates Styling Aids, and Coty has a consistent presence across segments (p.18). Smaller companies have found niche opportunities, particularly in the Settings segment (p.18). The top companies capture the entire Spray segment, while the Wax and Gel market is split between Unilever and other leading companies (p.19).

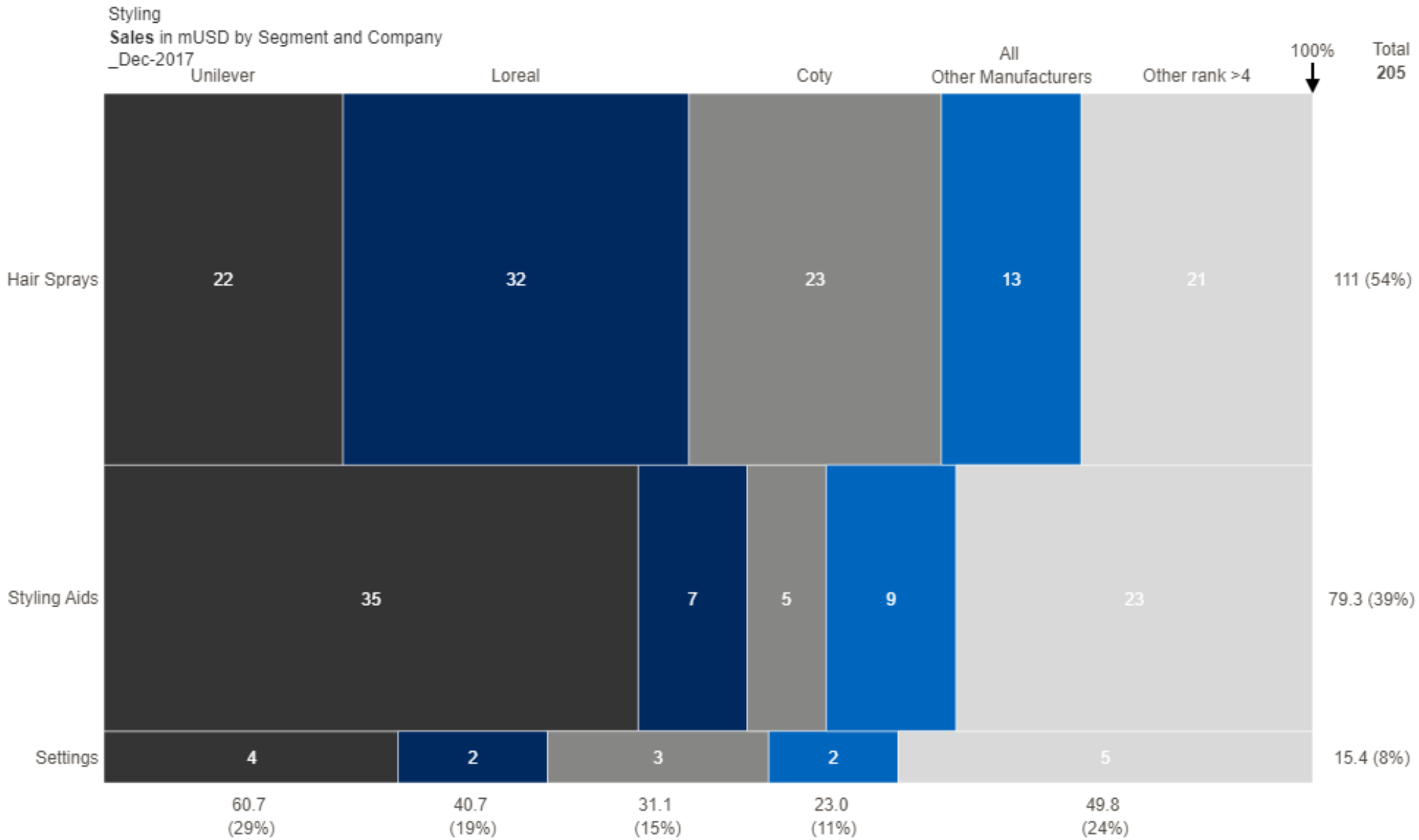
Despite an overall negative average growth rate of -4.0% across all Pack Types, Non-aerosol, Jar, and Spray have shown positive growth rates, with Non-aerosol outperforming others at 8.0% (p.20). The Hair Sprays segment declined overall, with only Sprays growing, while Styling Aids saw growth across all pack types, especially Sprays at 54% (p.21). Settings had mixed results, with Non-aerosols up 118% and others declining (p.21).

Spray products dominate the market across all size categories, with Gel being popular in the '0151-0200 MI' range (p.22). The 'Other rank >4' category has considerable sales, suggesting a fragmented but significant market for smaller-sized styling products (p.22). Consumer preferences vary across different categories, with Spray dominating Hair Sprays, Wax and Other forms in Styling Aids, and Foam and Liquid/lotion in Settings (p.23).

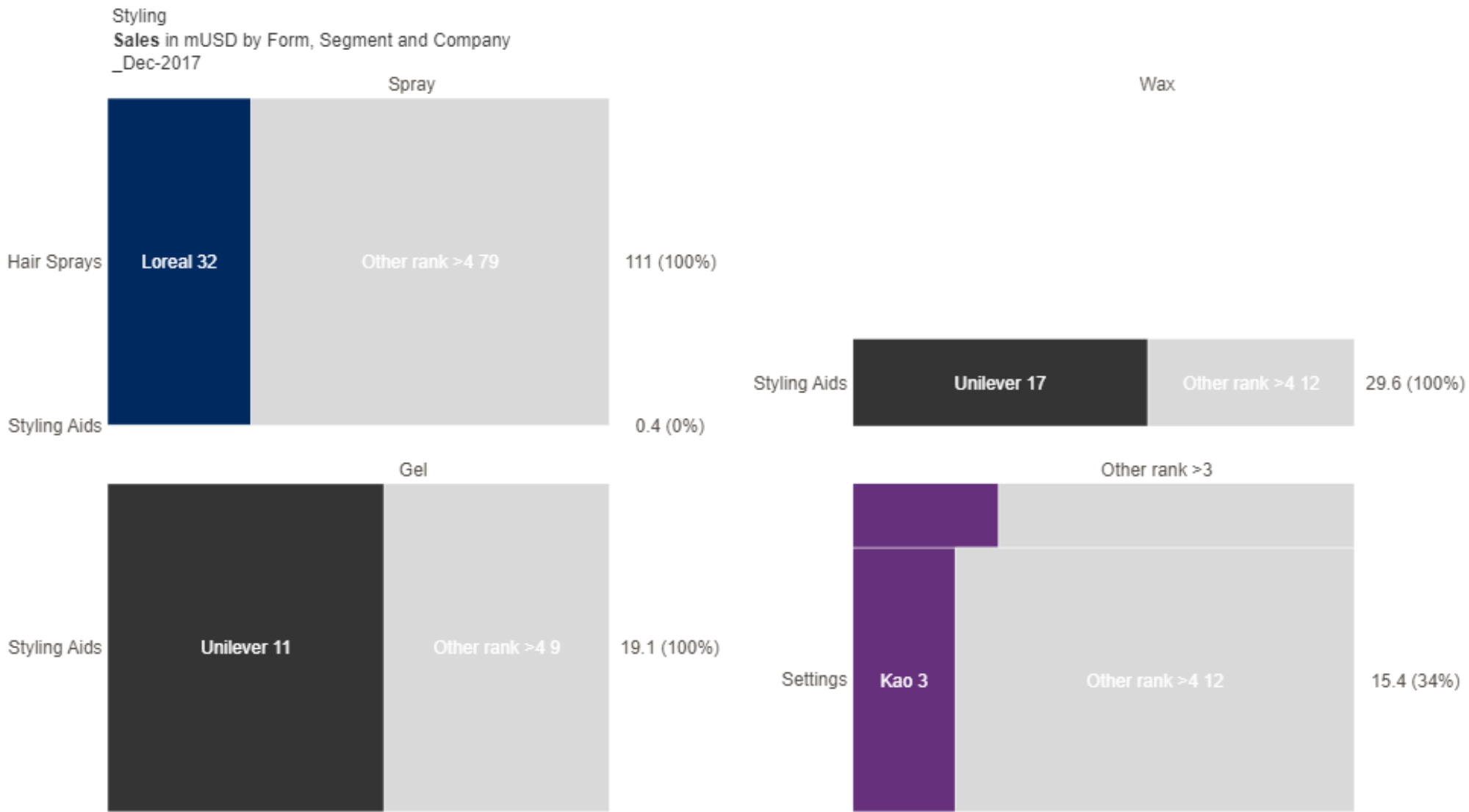
In December 2017, all styling product segments saw a decline in units sold growth rate, averaging -8.0% (p.24, p.26). Settings had the biggest drop at -13.0%, Hair Sprays fell -9.0%, and Styling Aids held up best with a -5.0% dip (p.24, p.26). The market shows varying degrees of decline, with Styling Aids in Spray form growing 54% and Settings in Other rank >4 form dropping -42% (p.25).

The styling product market has significant price variability across segments and sizes, with the 151-200ml size seeing the highest increases (p.27). Spray styling products generated the highest sales at \$111.0 million, using a high volume, low price strategy, while liquid/lotion had the highest unit price but the lowest sales (p.28). Pack type choice significantly impacts sales, with 'Jar' working best for Wax and 'Spray' for Foam (p.29). The varied market preferences and performance across forms and pack types point to opportunities for optimization through strategic pricing, pack type selection, and targeted marketing (p.29).

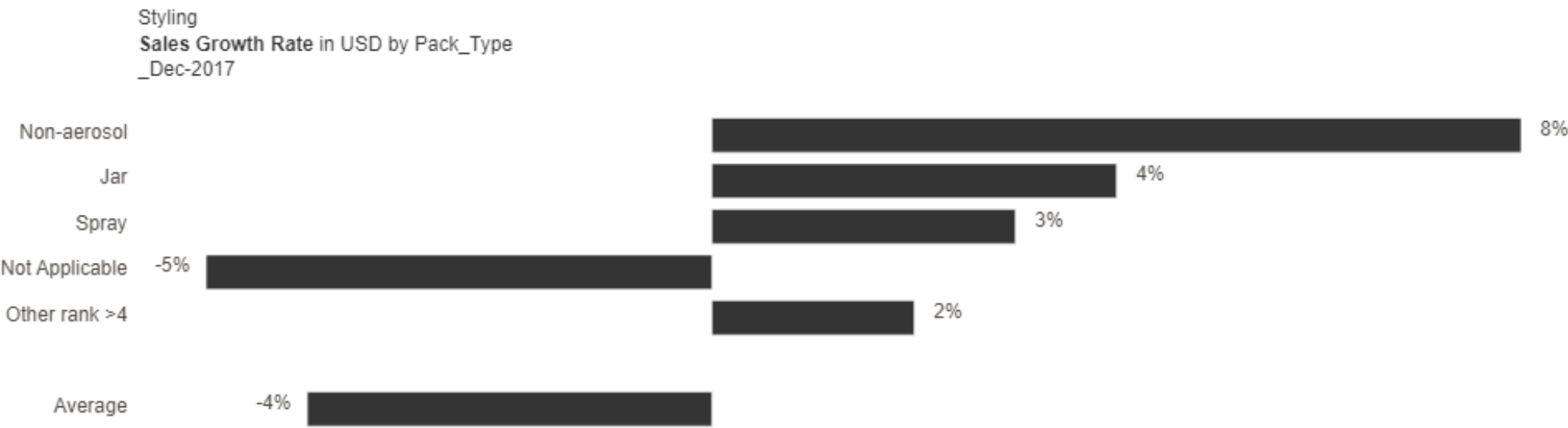
The styling products market is highly competitive and segmented. Companies have varying strategic focuses across product categories. L'Oréal leads in Hair Sprays, while Unilever dominates Styling Aids. Coty has a consistent presence across segments without leading any. Smaller companies, the 'Other rank >4' category, show notable strength in the Settings segment, suggesting they've found niche opportunities or innovative products.



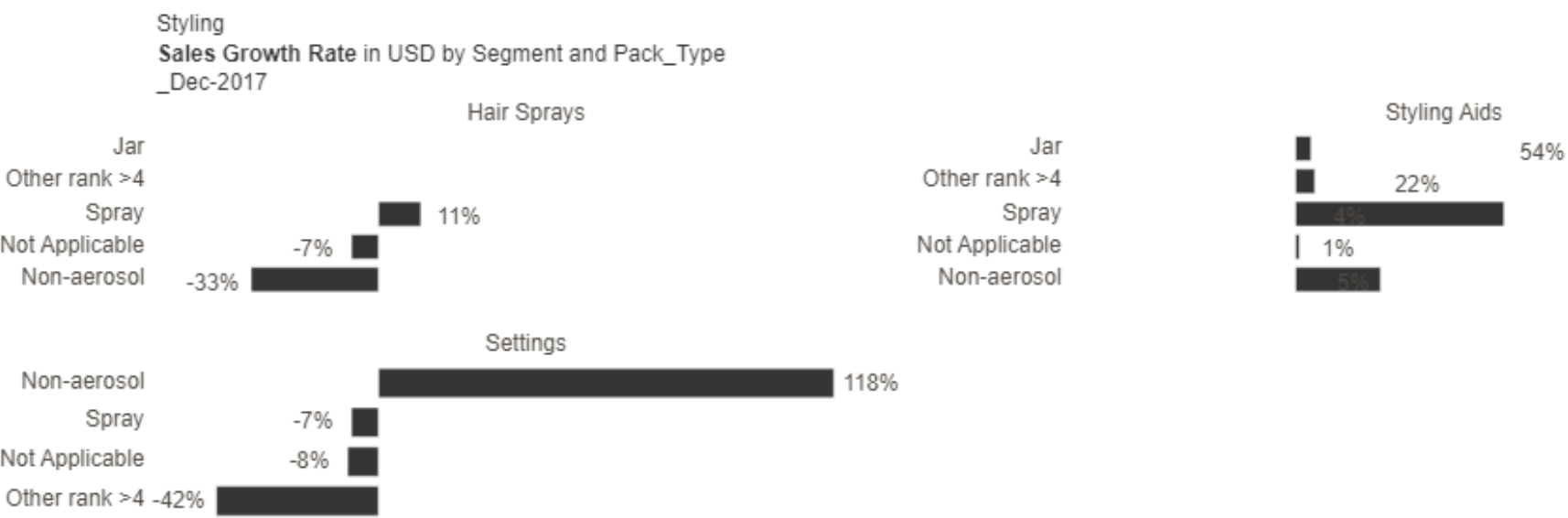
L'Oréal and other top companies capture the entire Spray segment. In Wax and Gel, Unilever and other leading companies split the market. Companies outside the top 4 have a significant presence across all product forms, especially in Spray and the segment led by the #3 company, indicating a diversified portfolio and strong market penetration.



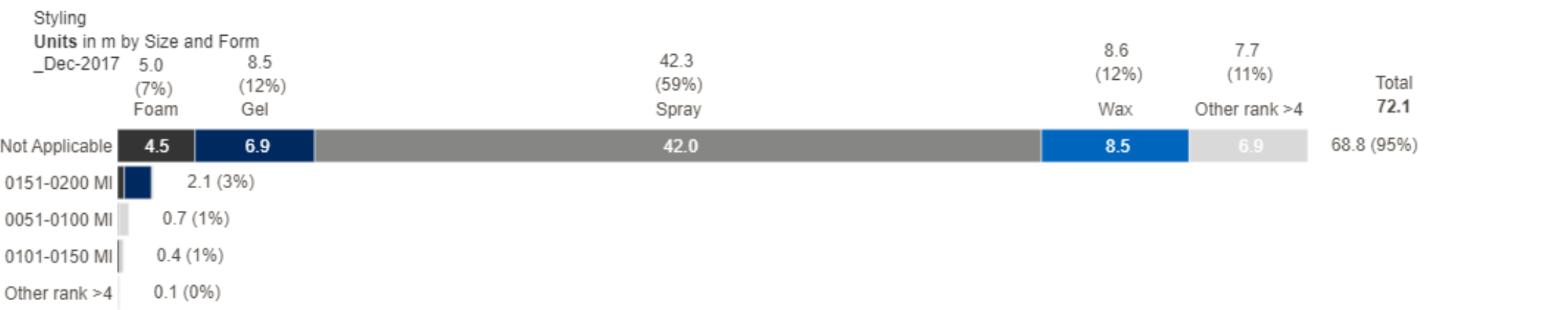
Despite an overall negative average growth rate of -4.0% across all Pack Types, Non-aerosol, Jar, and Spray have shown positive growth rates of 8.0%, 4.0%, and 3.0% respectively. The Non-aerosol Pack Type particularly outperforms all others with the highest growth rate, potentially indicating a consumer preference shift towards non-aerosol packaging options.



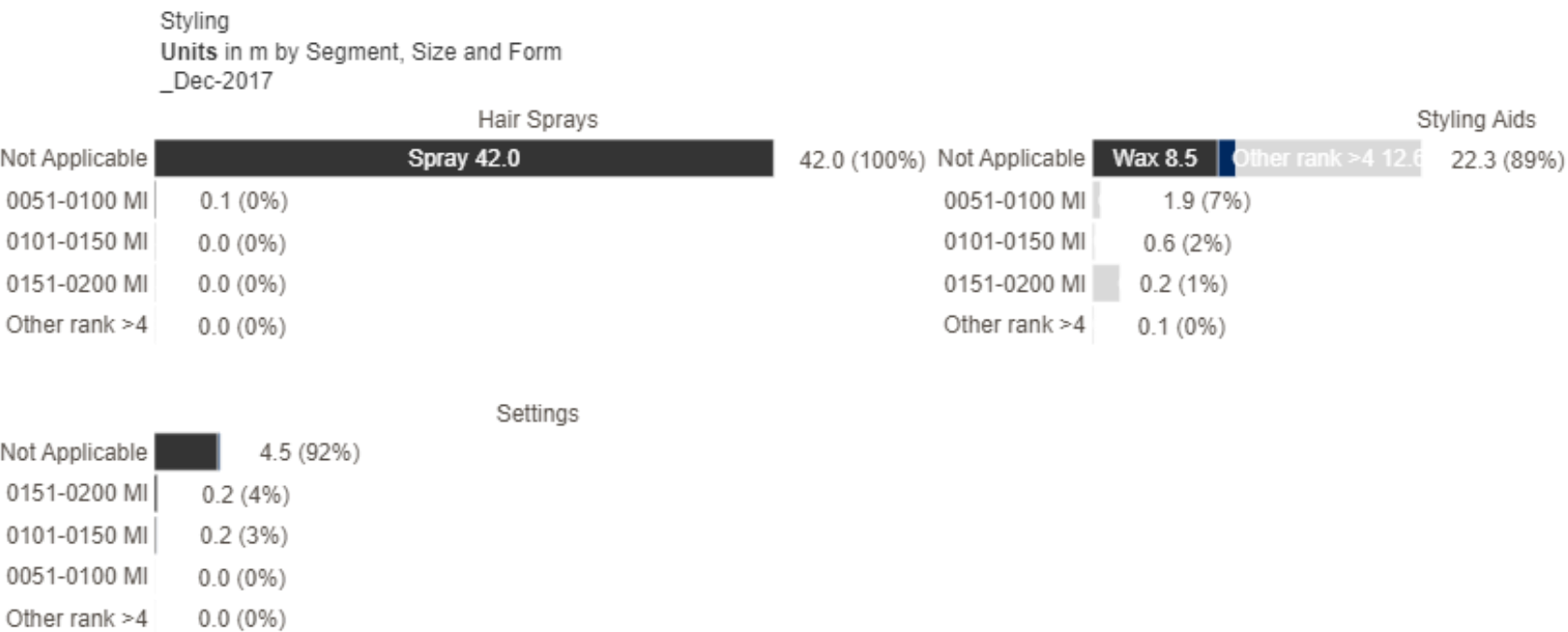
The Hair Sprays segment declined overall, with only Sprays growing. Styling Aids looked better, with all pack types growing, especially Sprays at 54%. Settings were mixed, with Non-aerosols up 118% while all others declined.



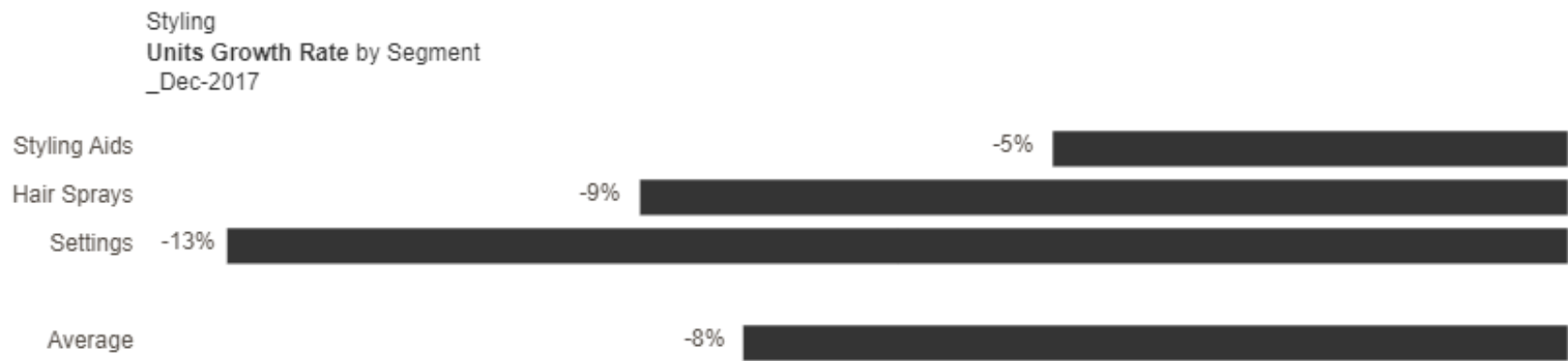
Spray products dominate the styling product market across all size categories, with over 42 million units sold in the 'Not Applicable' size alone. Gel is exceptionally popular in the '0151-0200 MI' range, far outselling other forms. Wax has notable sales in 'Not Applicable' and 'Other rank >4' categories. Despite being an aggregation of smaller items, the 'Other rank >4' category has considerable sales, especially in the 'Other rank >4' form, suggesting a fragmented but significant market for smaller-sized styling products outside the main categories.



The styling product market is highly segmented, with distinct consumer preferences across different categories. Spray dominates the Hair Sprays segment. Styling Aids have a mix of Wax and Other forms, indicating product diversity. Settings focus on Foam and Liquid/Lotion forms. The dominance of 'Not Applicable' sizes suggests a significant market for bulk or non-standard sized products, especially in Hair Sprays and Styling Aids.

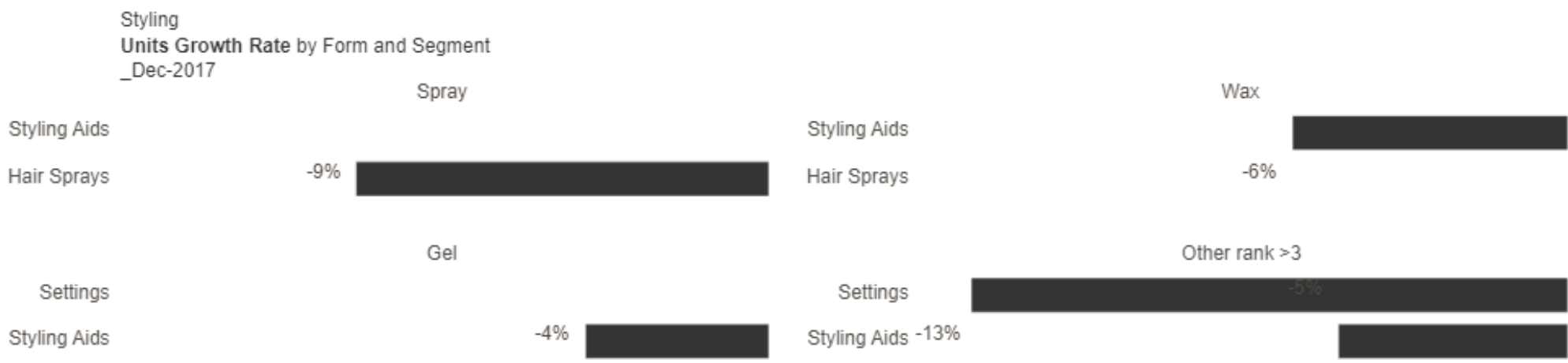


All styling product segments saw a decline in units sold growth rate in December 2017, averaging -8.0% across the industry. Settings had the biggest drop at -13.0%, Hair Sprays fell -9.0%, and Styling Aids held up best with a -5.0% dip. It was a tough month for the styling business, with falling demand and sales volume in all categories.





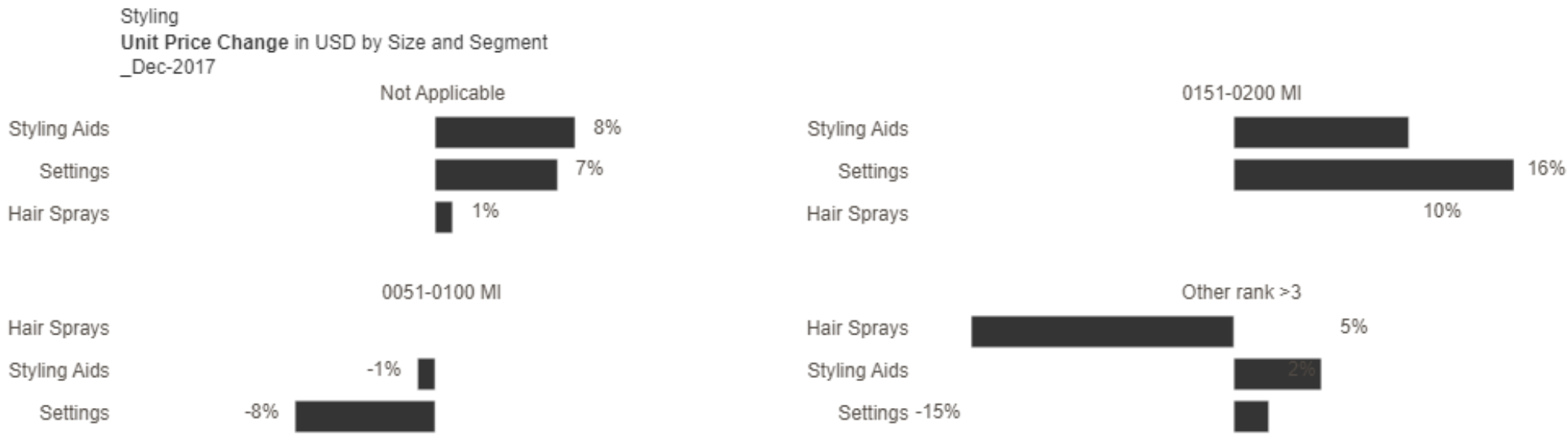
The styling product market shows varying degrees of decline in units sold growth rate. Styling Aids in Spray form grew 54%, while Settings in Other rank >4 form dropped -42%. Non-aerosol pack types varied, from a substantial increase in Settings to a significant decline in Hair Sprays. Market dynamics and consumer preferences can vary significantly across product categories and forms.



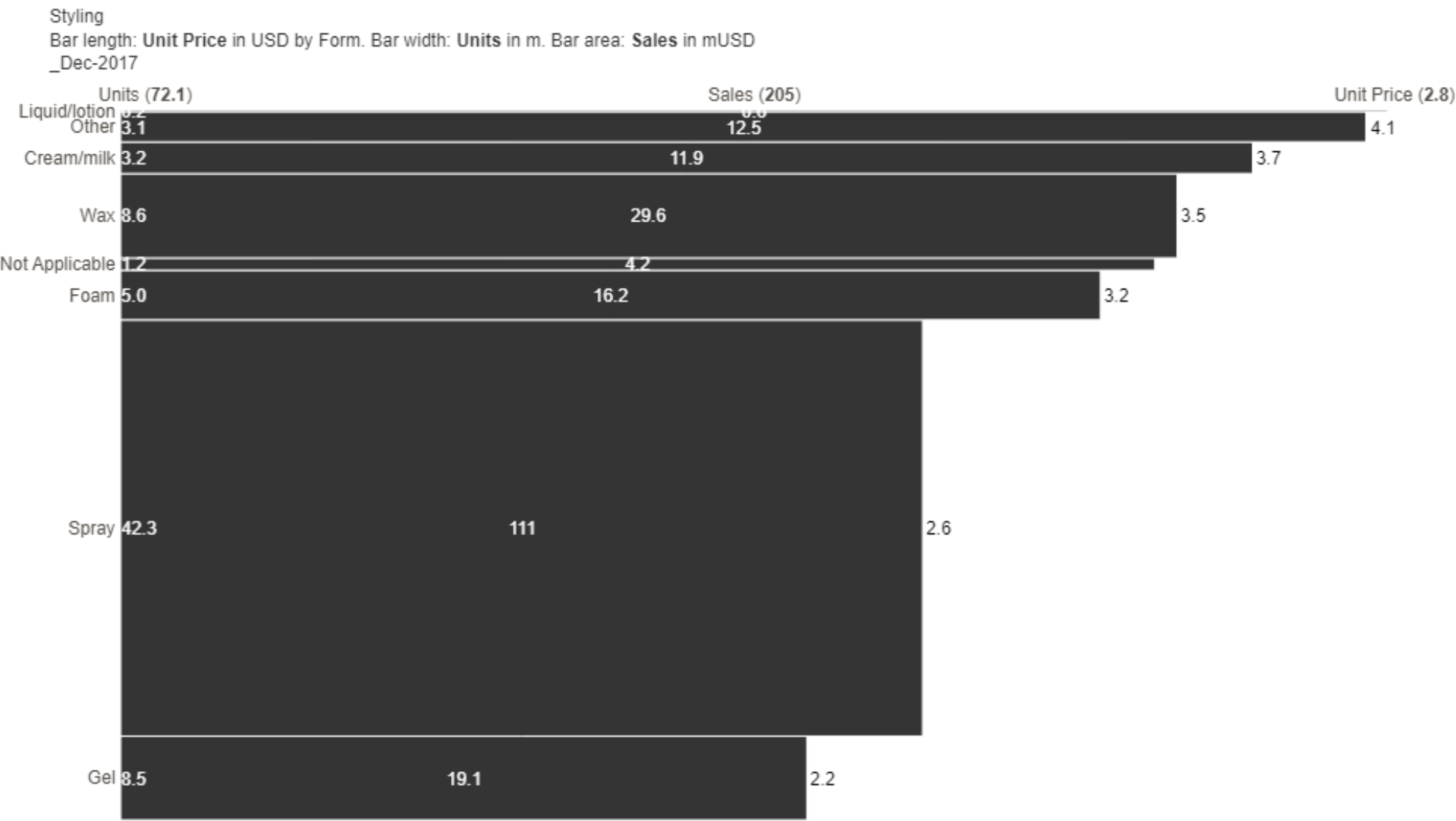
The styling product market saw sales decline, with an average units growth rate of -8.0% in December 2017. Settings were hit hardest at -13.0%, Hair Sprays fell -9.0%, and Styling Aids showed the most resilience at -5.0%. It was a tough period for the industry, with different segments impacted to varying degrees.



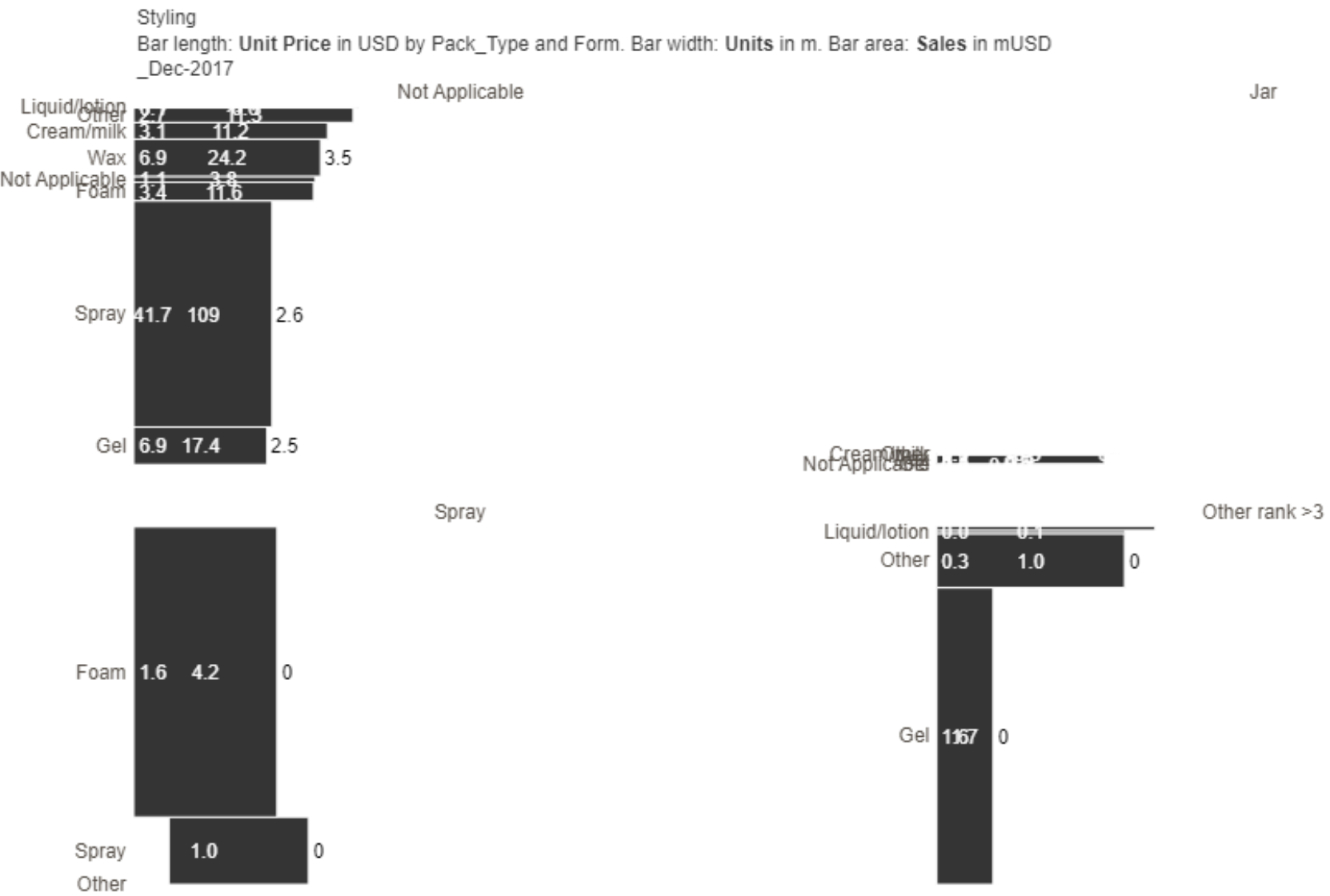
The styling product market shows significant price variability across segments and sizes. Settings had the most volatility, with a \$16.0 increase in the 151-200ml category but an \$8.0 decrease for 51-100ml. The 151-200ml size generally saw the highest increases, especially for Settings and Styling Aids. These varied changes suggest complex market dynamics influenced by consumer preferences, costs, and competition.



Spray styling products generated the highest sales at \$111.0 million, despite having one of the lowest unit prices. This suggests a high volume, low price strategy. In contrast, liquid/lotion had the highest unit price but the lowest sales, indicating a premium pricing or niche market approach. The styling product market accommodates diverse pricing strategies across different product forms, catering to a wide range of consumer needs and preferences.



Spray styling products in the 'Not Applicable' pack type had the highest sales, using a high volume, low unit price strategy. In contrast, Wax in the 'Other rank >3' pack type used a premium pricing approach, with high unit prices but low volumes. Pack type choice significantly impacts sales. The 'Jar' pack works best for Wax, while 'Spray' packs are most effective for Foam. The varied market preferences and performance across forms and pack types point to opportunities for optimization through strategic pricing, pack type selection, and targeted marketing.



Executive summary

Index

At a glance

Sales breakdown

**Data insights**

Trends

Backup

The hair care market accommodates both premium and economy products, with Vo5 focusing on high volume at lower prices, while John Frieda and Other Brands adopt a high-margin strategy (p.32). Elnett and Silvikrin occupy the middle ground in both unit price and sales revenue, demonstrating strong performance (p.32). Elnett leads in Spray sales but shows significant growth in the smaller Styling Aids and Settings segments, while Vo5 leads in Wax and Gel but not in Spray (p.33). Private Label offers strong value with low unit prices and high volumes, and the market is fragmented with niche opportunities (p.33).

Despite the challenging market, Got 2b stands out with double-digit growth in both sales and units, indicating successful strategies (p.34). Smaller brands in the "Other rank >10" category collectively hold a substantial market share despite facing similar challenges to larger brands (p.34).

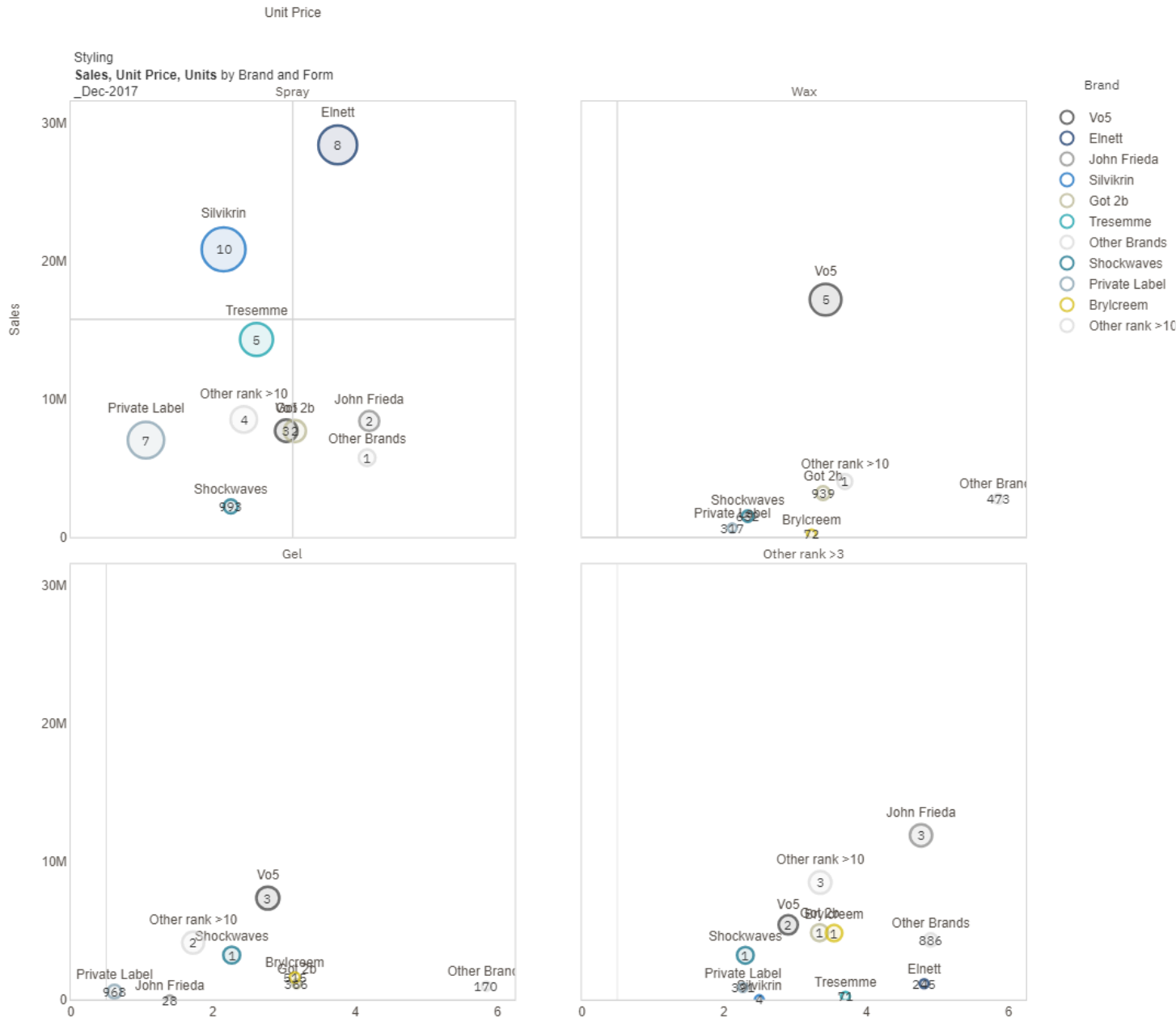
Only 17% of hair care brands account for 80% of total sales revenue, with top brands selling at higher price points (p.35). Similarly, 21% of companies generate 75% of total sales, with top companies selling larger volumes at lower prices (p.36). Many smaller players struggle in this highly competitive market, contributing minimally to sales (p.36).

The hair care market is diverse, with room for both premium and economy products. Vo5 focuses on high volume at a lower price point, leading in sales revenue and units sold. In contrast, John Frieda and Other Brands sell fewer units at higher prices, adopting a high-margin strategy. Elnett and Silvikrin occupy the middle ground in both unit price and sales revenue, showing strong performance.

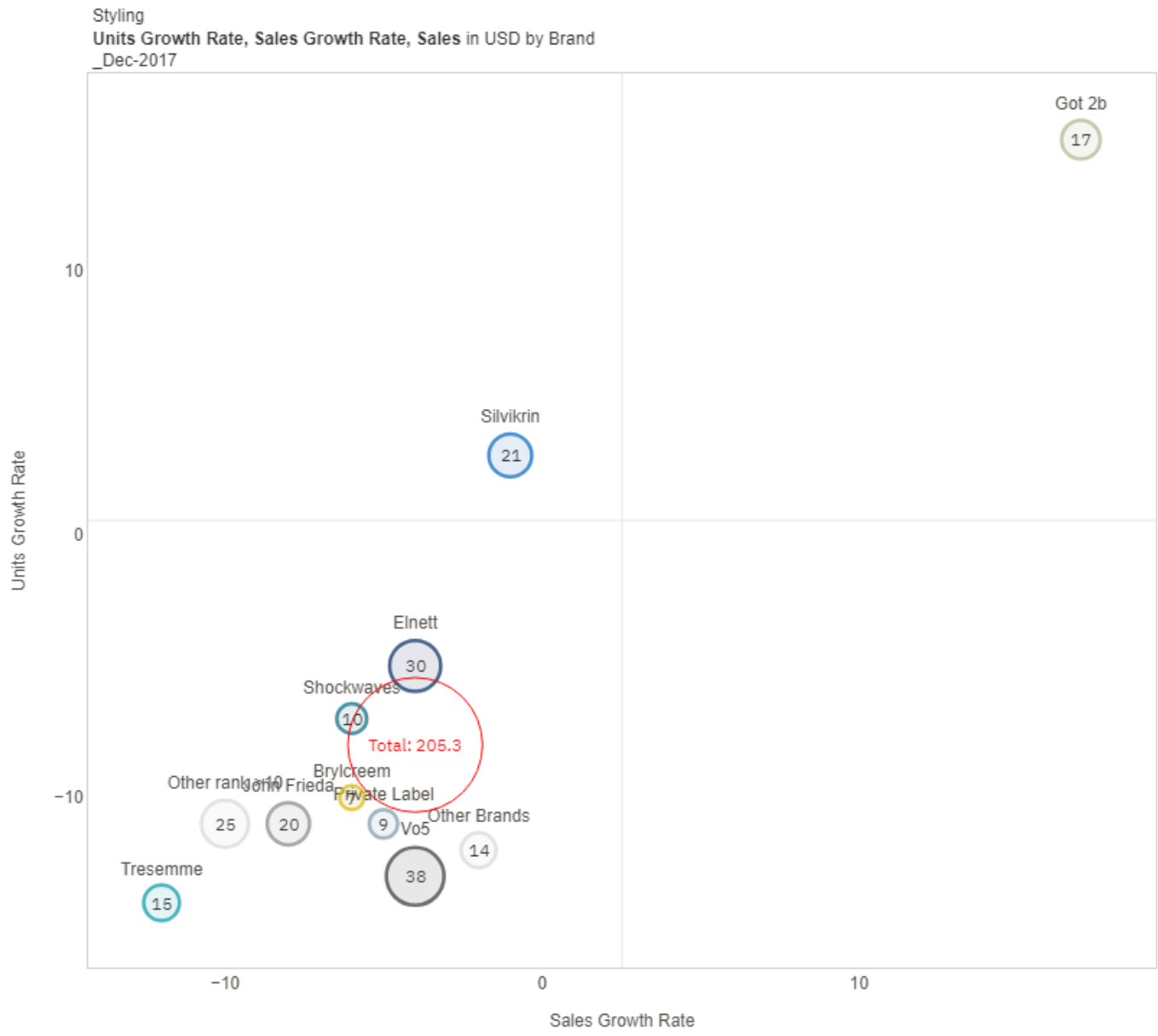




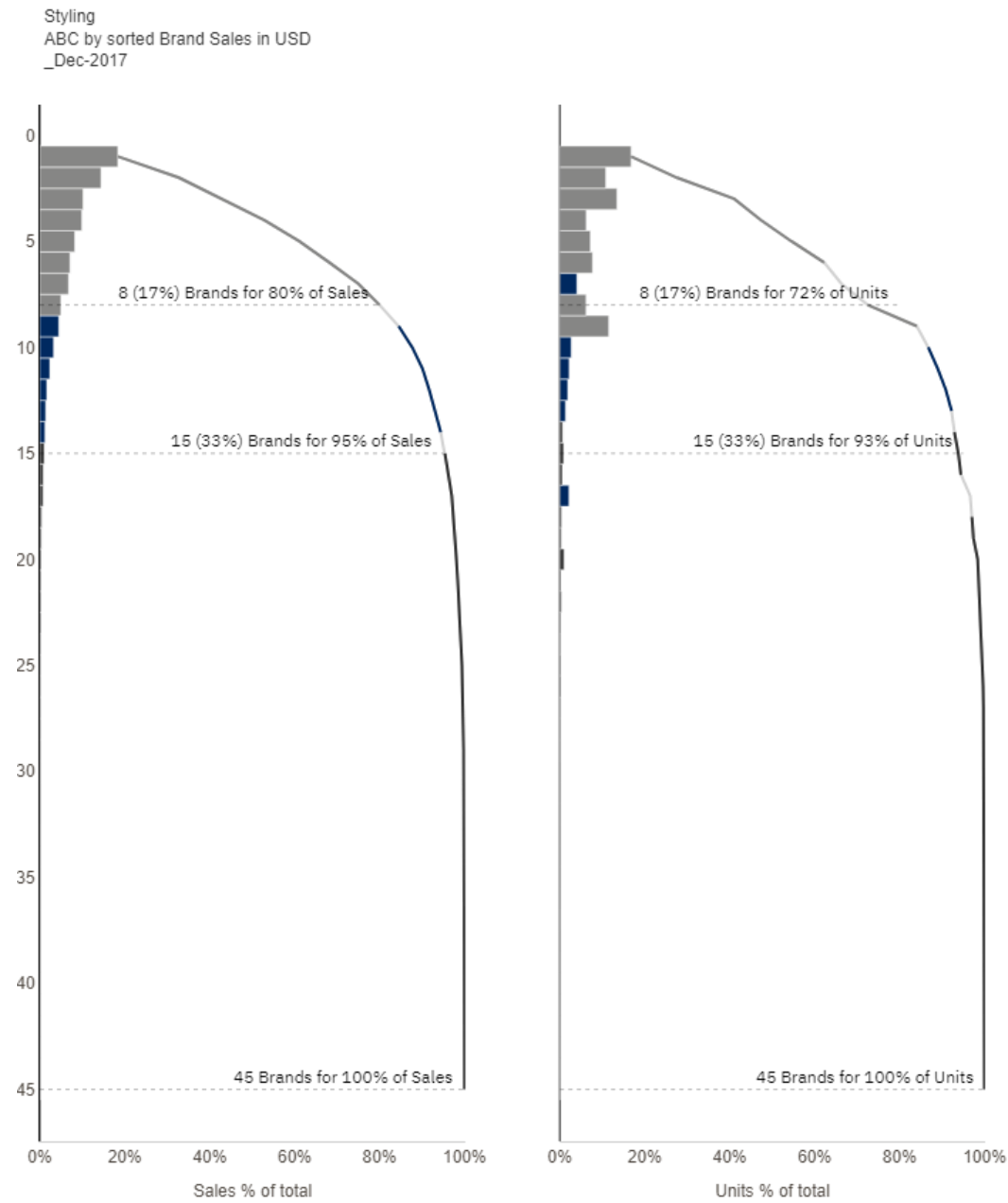
Elnett leads in Spray sales but shows the most significant growth in the smaller Styling Aids and Settings segments. Vo5 leads in Wax and Gel but not in Spray. Private Label offers strong value with low unit prices and high volumes. Many smaller brands in the "Other rank >10" category across all forms indicate a fragmented market with niche opportunities.



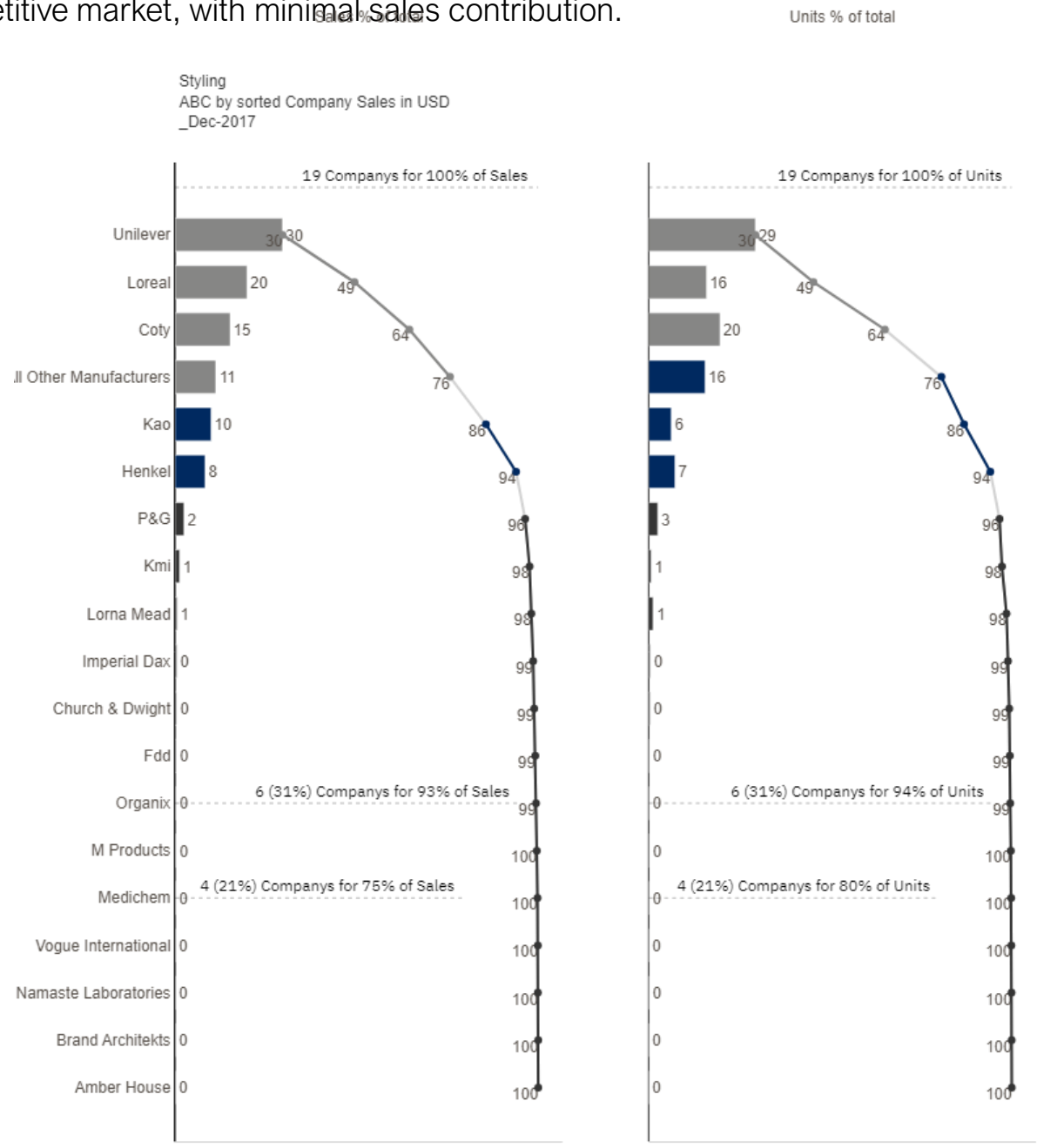
Most brands are seeing declines in sales and units growth, suggesting a challenging market. Got 2b stands out with double-digit growth in both, indicating successful strategies. Smaller brands in the "Other rank >10" category collectively hold a substantial market share despite facing similar challenges to larger brands.



Just 17% of hair care brands account for 80% of total sales revenue. However, the top brands have a slightly lower share of units sold compared to their revenue share, suggesting they sell at higher price points. A long tail of niche or less successful brands in the highly competitive hair care market contributes minimally to sales.



21% of companies generate 75% of total sales. The top companies sell even larger volumes at lower prices. Many smaller players struggle in this highly competitive market, with minimal sales contribution.



Executive summary

Index

At a glance

Sales breakdown

Data insights

**Trends**

Backup

The company experienced a decline in sales from \$214 million in 2016 to \$205 million in 2017, representing a -4.1% CAGR (p.39). Most brands saw sales decline, with P&G being hit the hardest at -19.3%, while Henkel was the only winner, growing 16.8% (p.40). The decline in sales was not just due to price changes but also a reduction in units sold, falling from 78.1 million in 2016 to 72.1 million in 2017 (p.41). The company's brands saw a widespread decline in units sold, with an overall CAGR of -7.7%, except for Henkel, which had a positive CAGR of 15.5% (p.42).

Across all product segments, sales units declined from 2016 to 2017, with Settings facing the steepest drop at -13.2% CAGR and Styling Aids showing relative resilience at -4.8% CAGR (p.43). Despite the overall sales decline, some pack types showed growth, with Non-aerosol pack types having the highest growth at 8.2%, followed by Jar at 3.9%, Spray at 2.9%, and Other rank >4 at 2.5% (p.44).

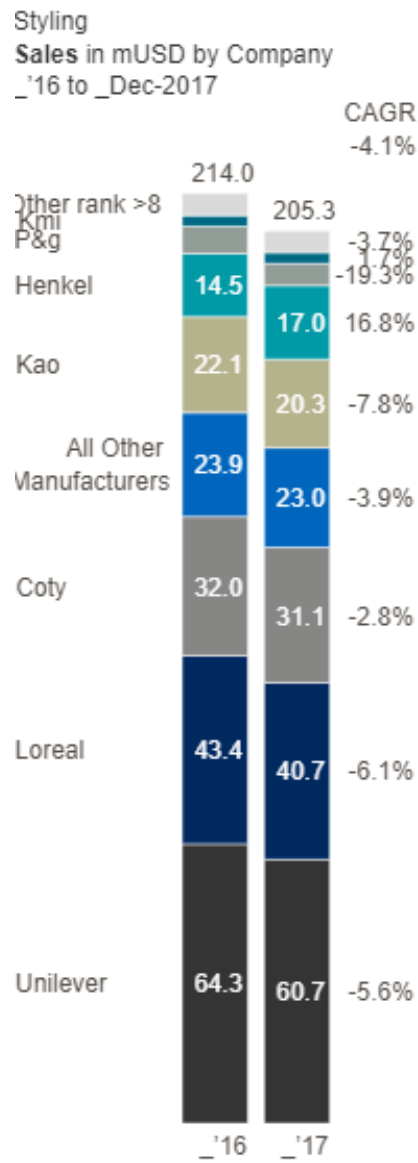
A month-by-month breakdown reveals significant differences, with substantial decreases in January (-27%) and October (-22%), likely due to seasonal changes or market issues, while September jumped 21% and December surged 76%, probably thanks to good marketing, new products, or seasonal impacts (p.45). Hair Sprays sales declined 4% year-over-year, while Other rank >1 grew 4%, with both segments experiencing substantial increases in December, suggesting strong end-of-year sales (p.46).

Monthly sales units decreased for most of the year, with significant drops in January (-30%), October (-25%), and July (-9%), but September and December were bright spots, with increases of 15% and a remarkable 71% surge in December (p.47). Spray and Other rank >1 product forms saw total sales drop from 2016 to 2017, with Spray having a 5% decrease, slightly higher than the 3% for Other rank >1, and monthly sales for both varying significantly, falling sharply in Q1 and Q4 but surging in December (p.48).

The company's sales declined from \$214 million in 2016 to \$205 million in 2017, a -4.1% CAGR.



Most brands saw sales decline, with P&G hit hardest at -19.3%. Henkel was the only winner, growing 16.8%.

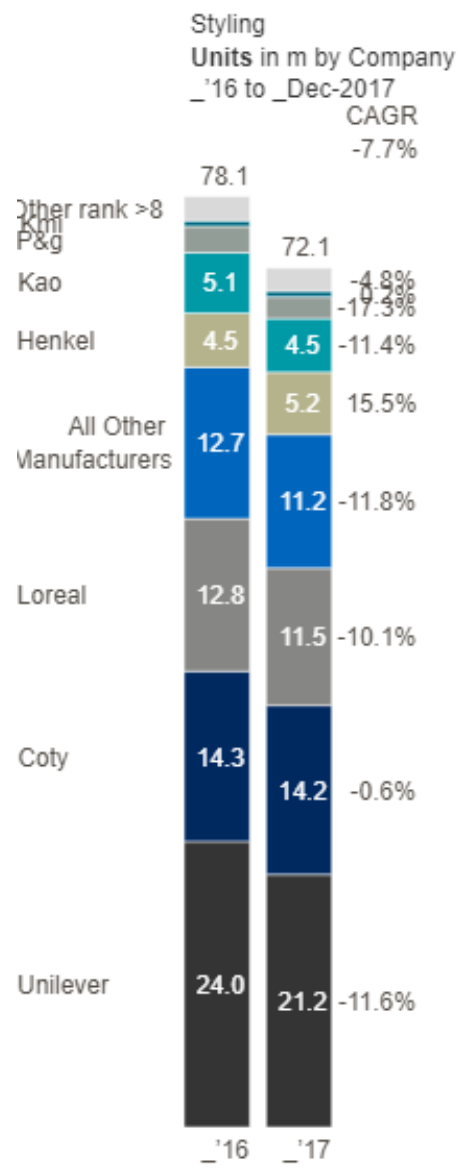




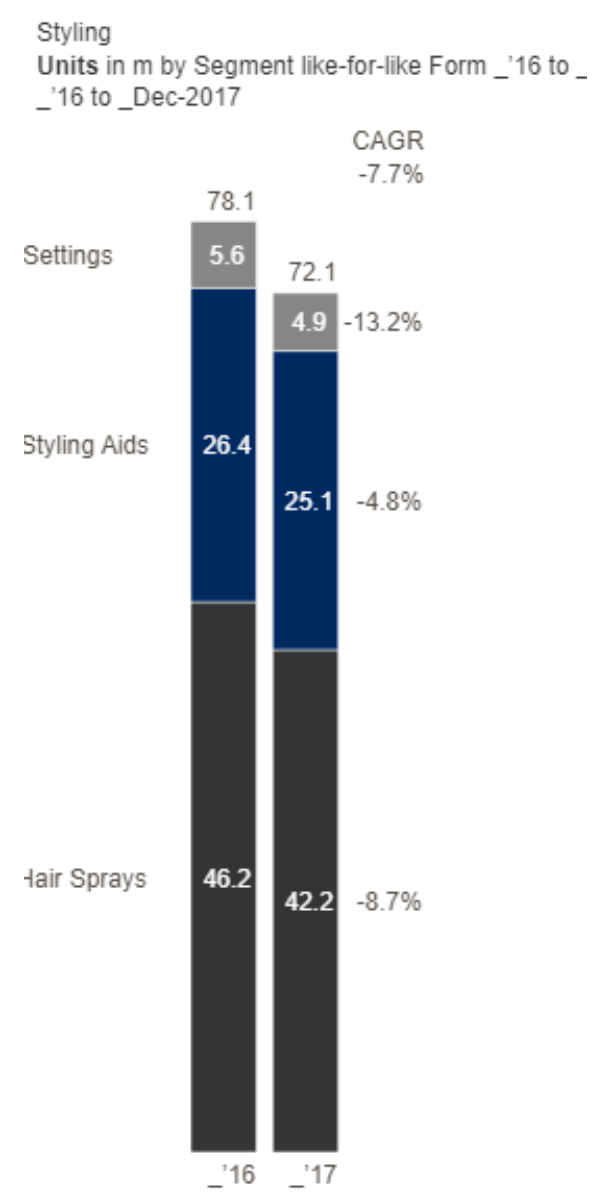
Units sold fell from 78.1 million in 2016 to 72.1 million in 2017, a reduction of 6.0 million. The sales decline was not just due to price changes but also fewer goods sold.



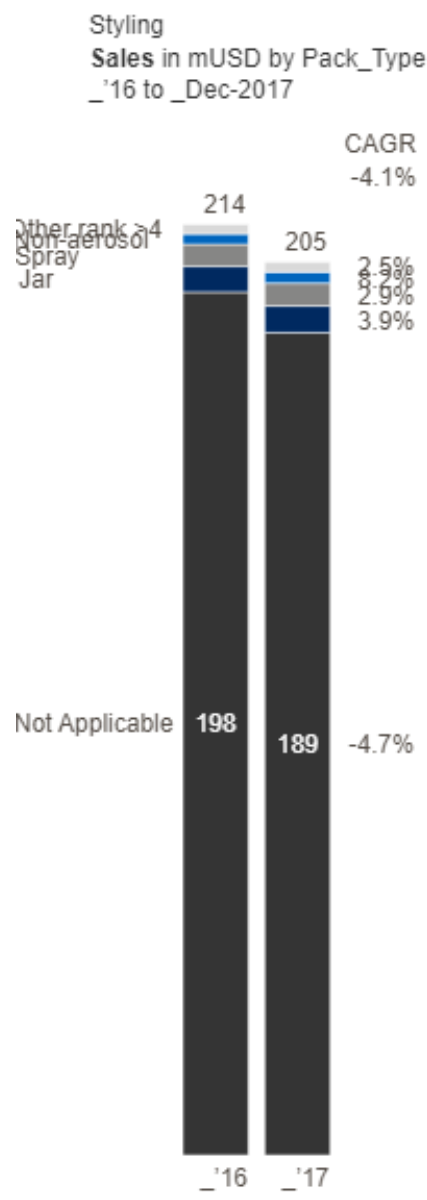
The company's brands saw a widespread decline in units sold, with an overall CAGR of -7.7%. Henkel was the exception, with a positive CAGR of 15.5%. P&G had the most significant decline at -17.3%.



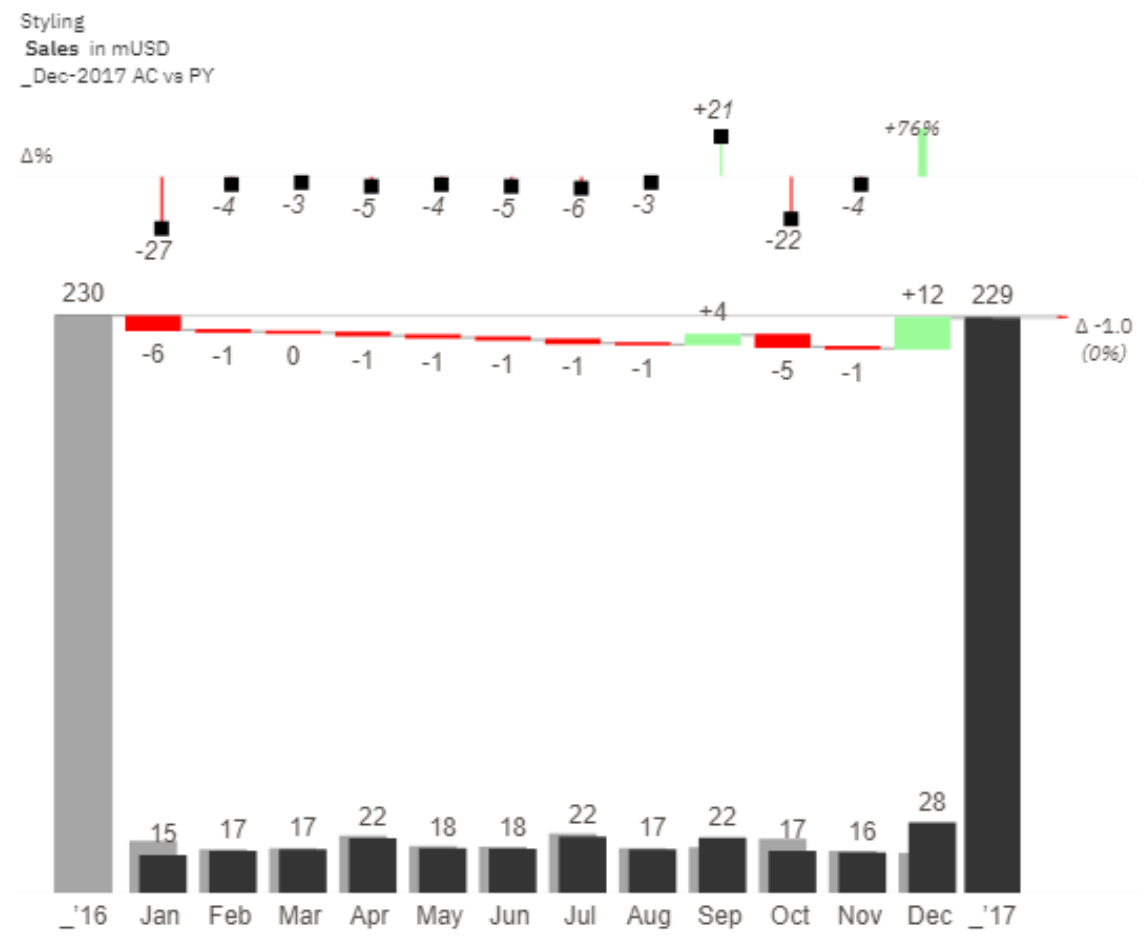
From 2016 to 2017, sales units declined across all product segments. Settings faced the steepest drop at -13.2% CAGR, while Styling Aids showed relative resilience at -4.8% CAGR.



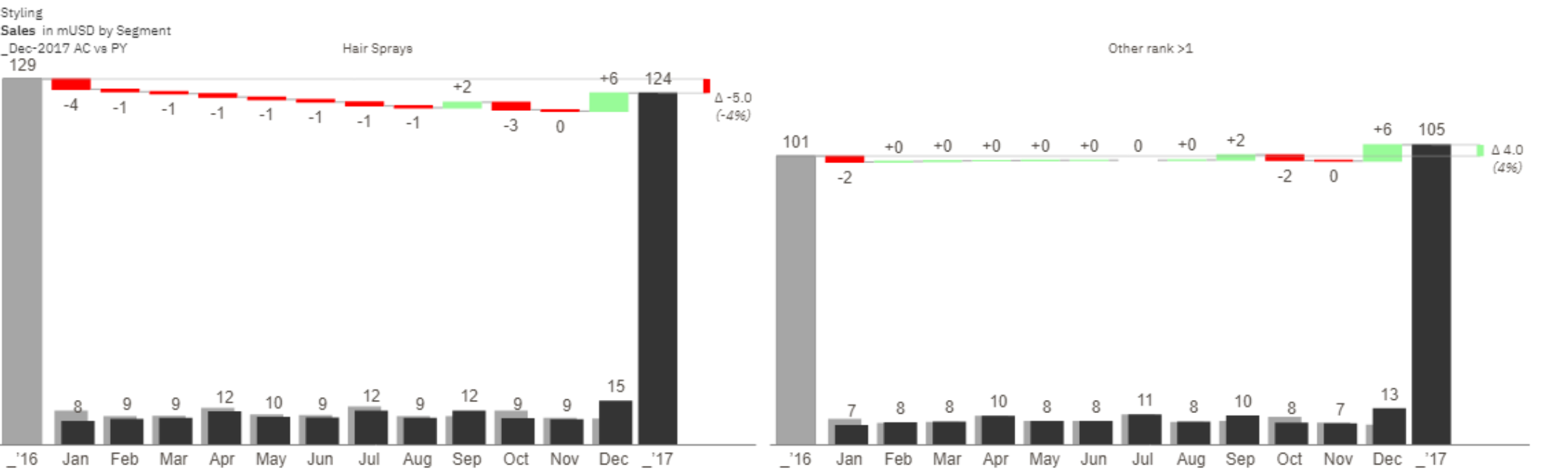
Despite the overall sales decline, some pack types showed growth. Non-aerosol pack types had the highest growth at 8.2%, followed by Jar at 3.9%, Spray at 2.9%, and Other rank >4 at 2.5%. Consumers have varying preferences across different product presentations.



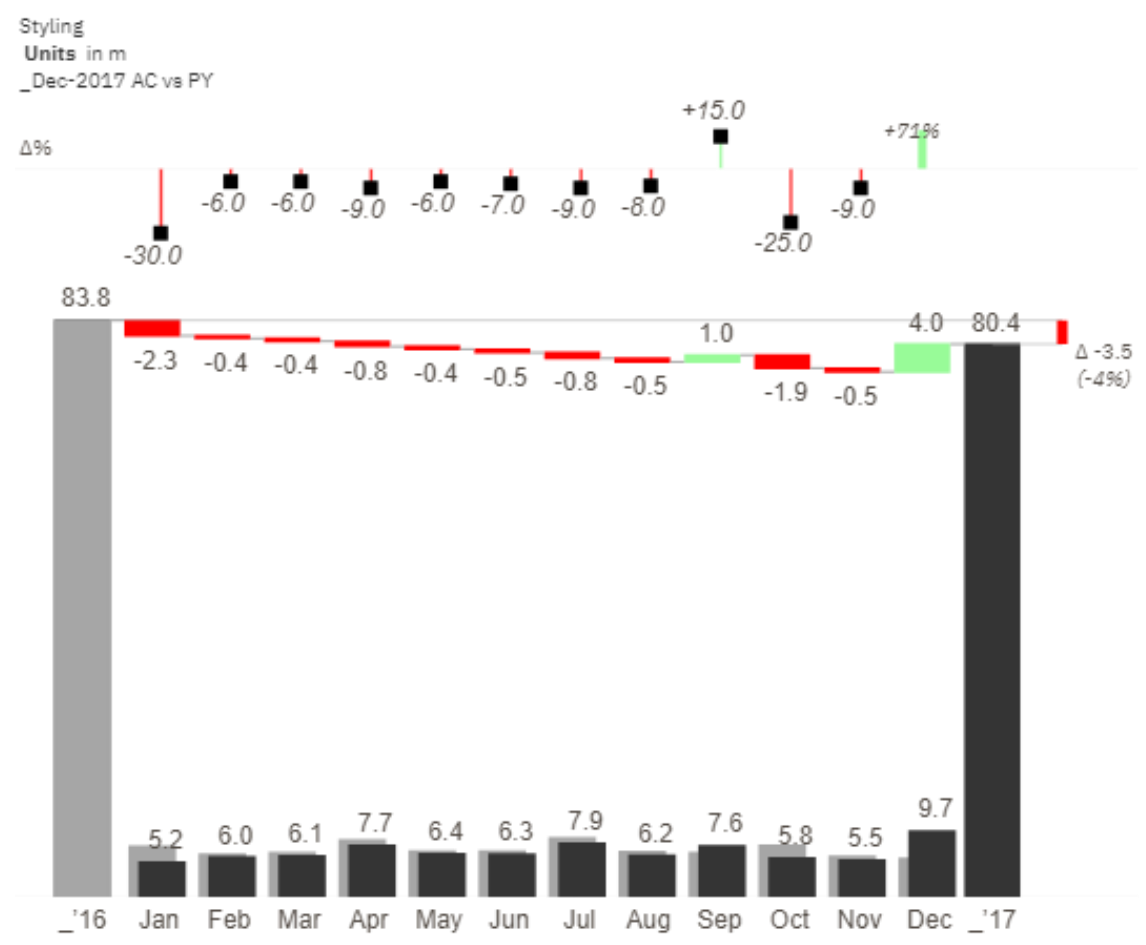
A month-by-month breakdown reveals big differences. January fell 27% and October dropped 22%, likely due to seasonal changes or market issues. But September jumped 21% and December surged 76%, probably thanks to good marketing, new products, or seasonal impacts.



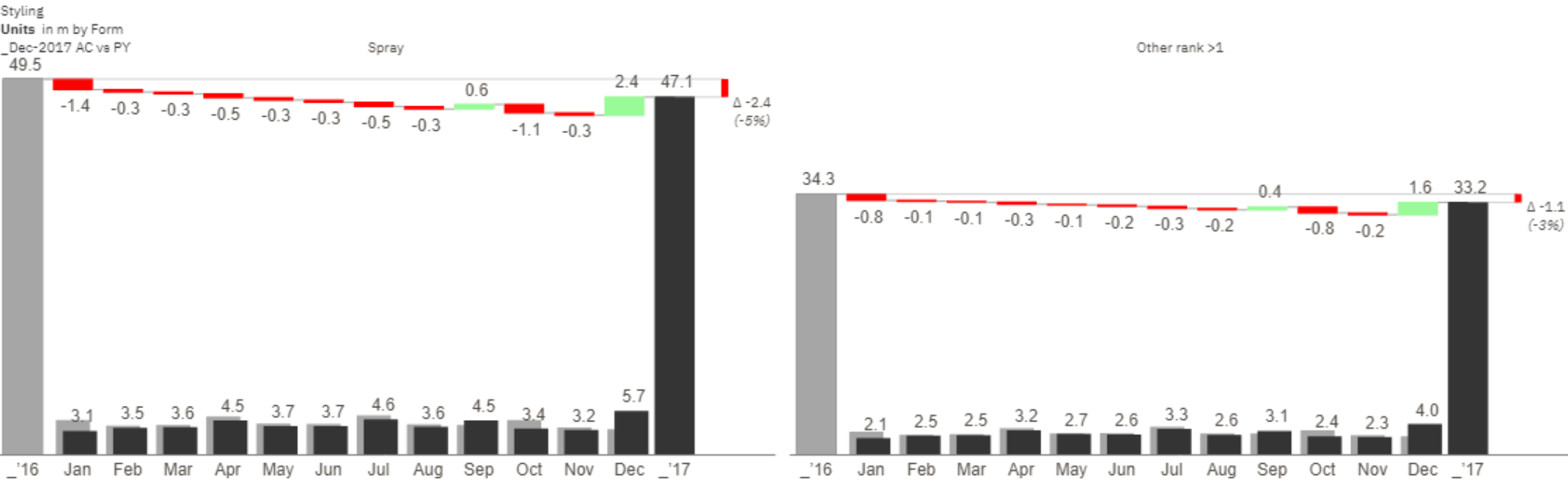
Hair Sprays sales declined 4% year-over-year, while Other rank >1 grew 4%. Both segments had significant monthly variances, with substantial increases in December, suggesting strong end-of-year sales.



Monthly sales units decreased for most of the year. We saw significant drops in January (-30%), October (-25%), and July (-9%). But September and December were bright spots, with increases of 15% and a remarkable 71% surge in December.



Spray and Other rank >1 product forms saw total sales drop from 2016 to 2017. Spray had a 5% decrease, slightly higher than the 3% for Other rank >1. Monthly sales for both varied significantly, falling sharply in Q1 and Q4 but surging in December.





Executive summary

Index

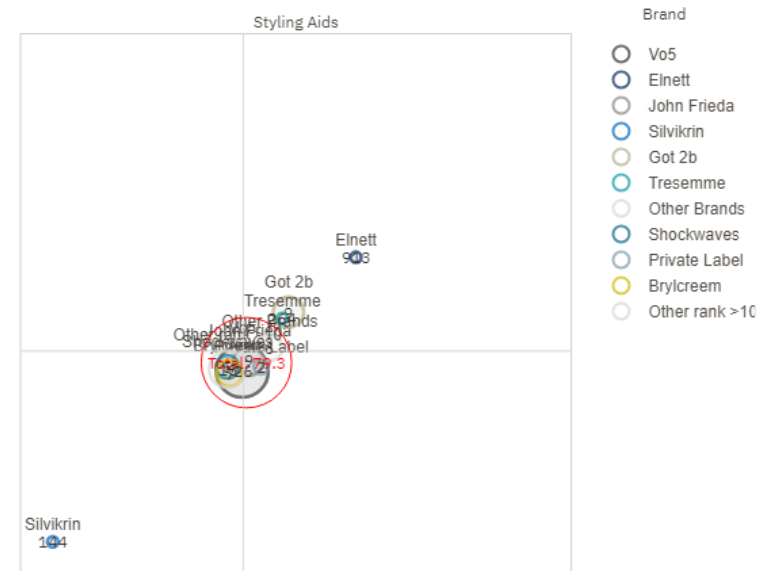
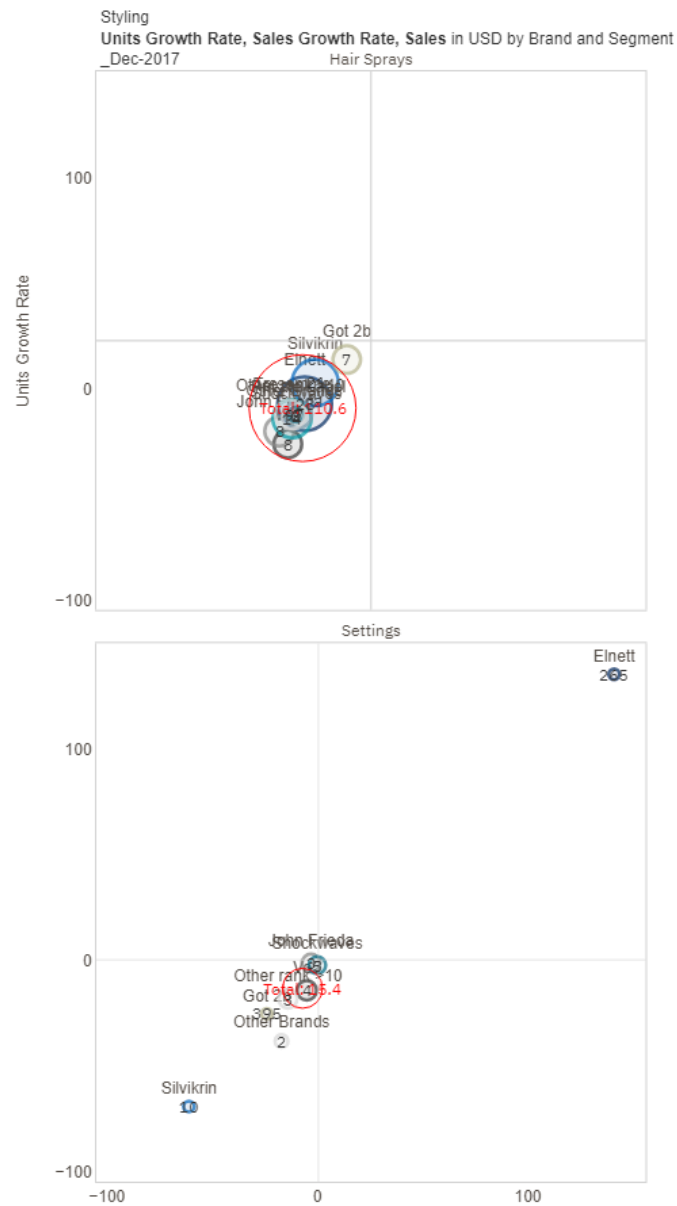
At a glance

Sales breakdown

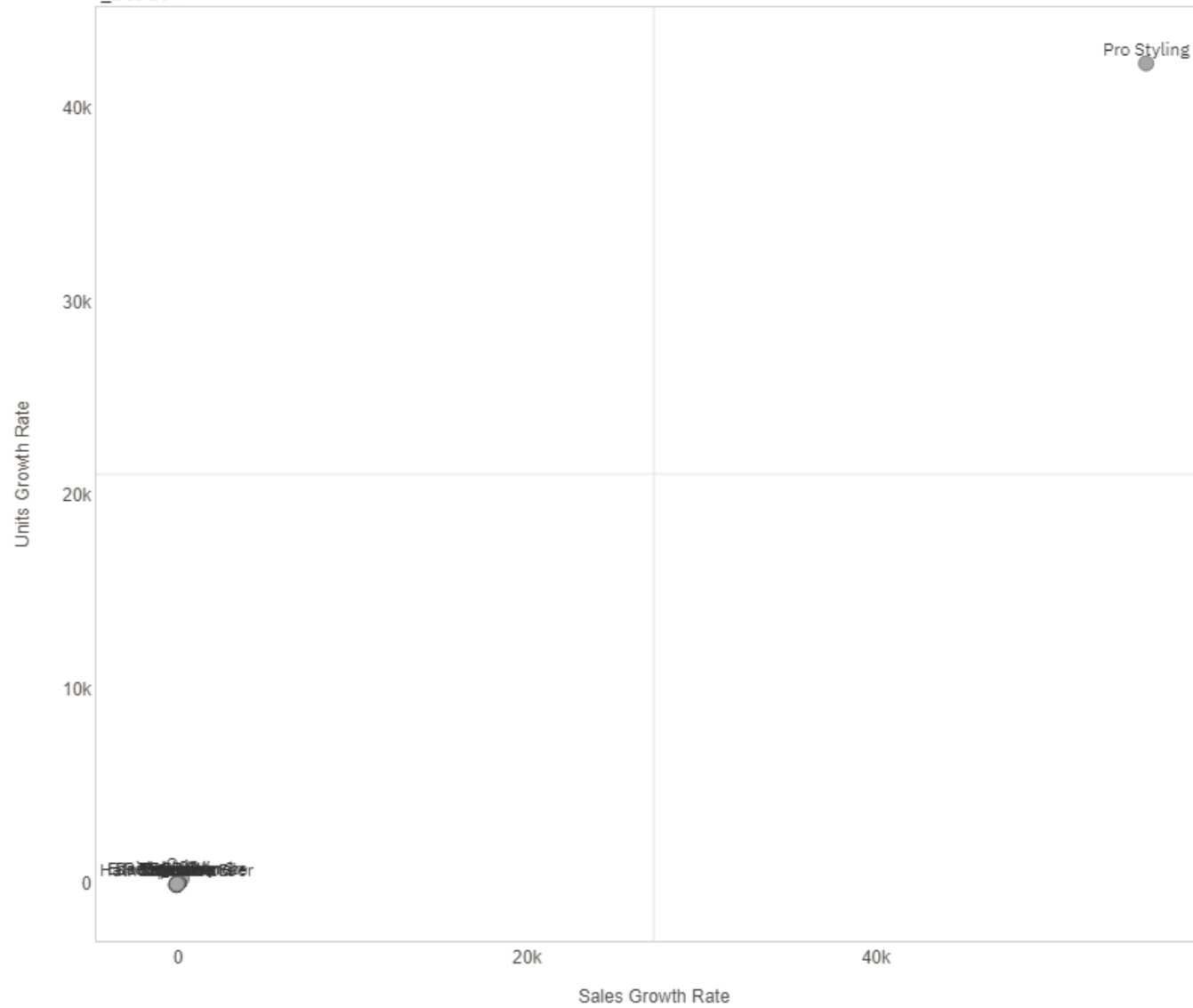
Data insights

Trends

**Backup**



Styling  
Units Growth Rate, Sales Growth Rate aggregated by Brand  
\_Dec-2017

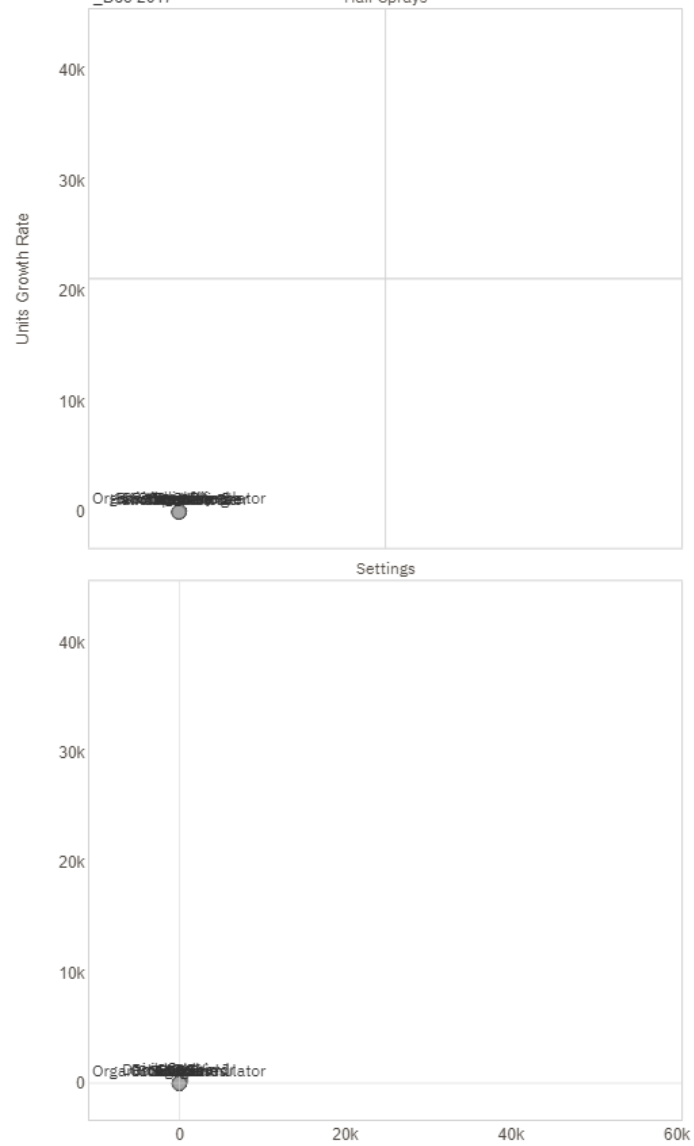


## Styling

Units Growth Rate, Sales Growth Rate aggregated by Brand and Segment

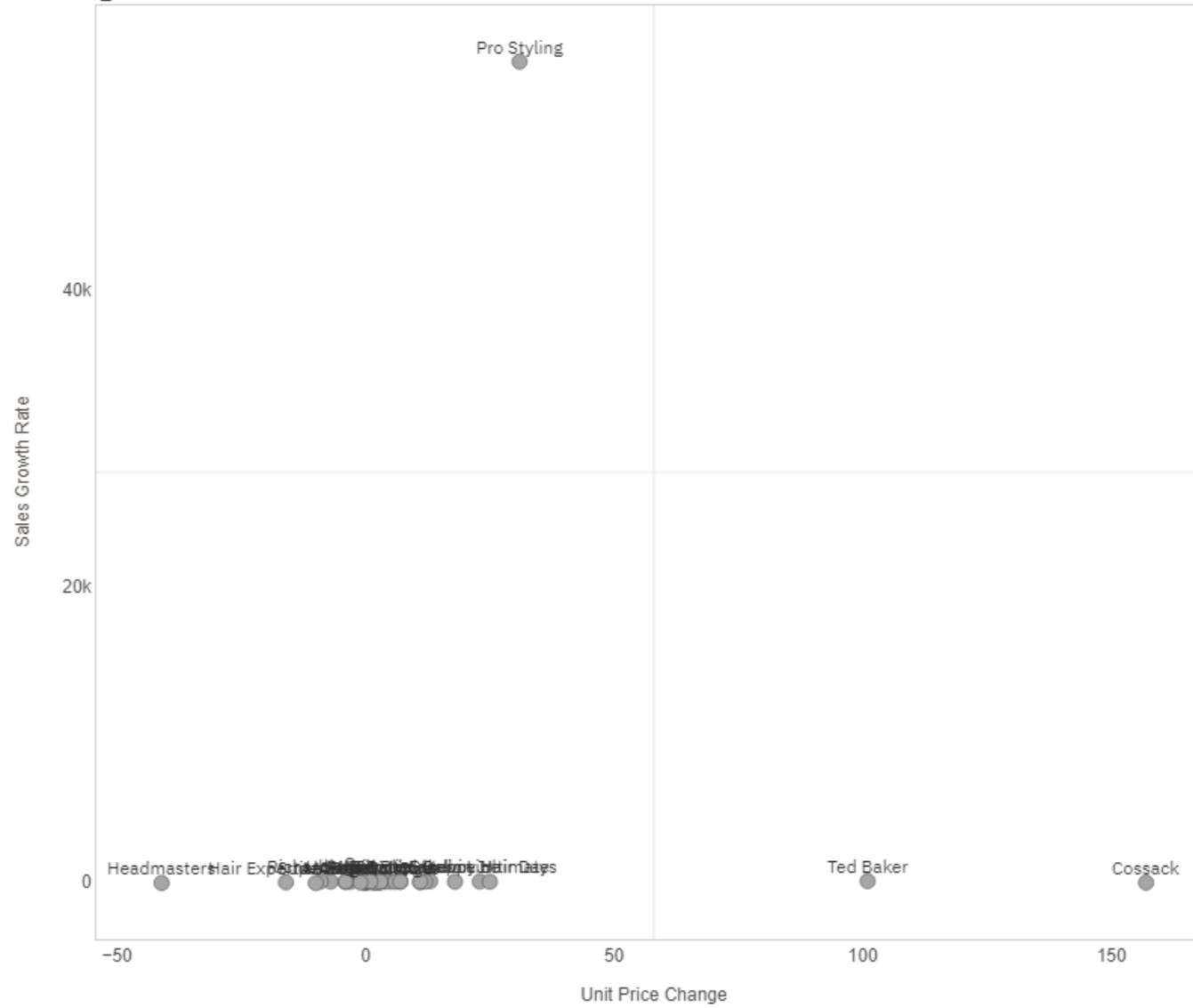
Dec-2017

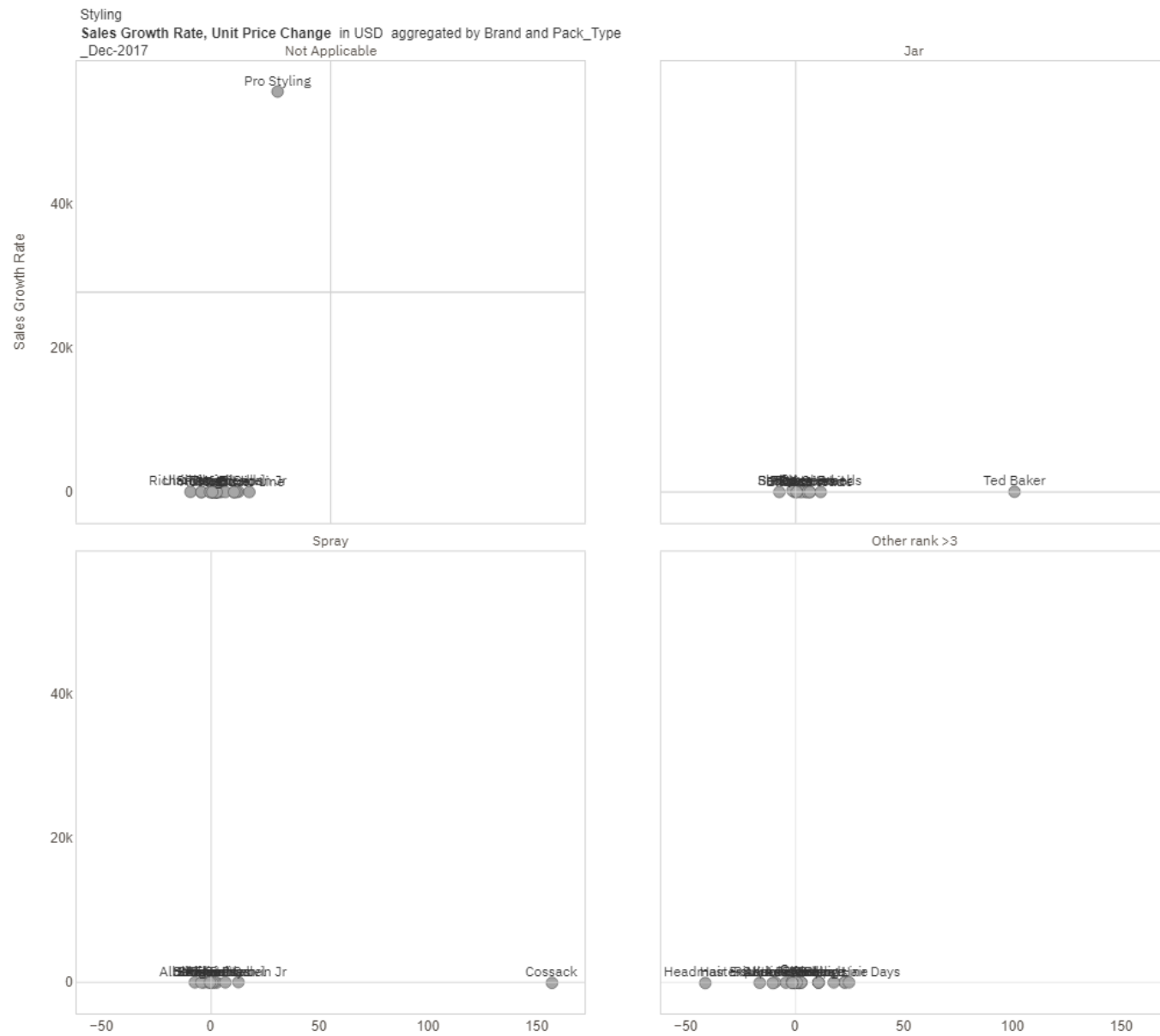
Hair Sprays



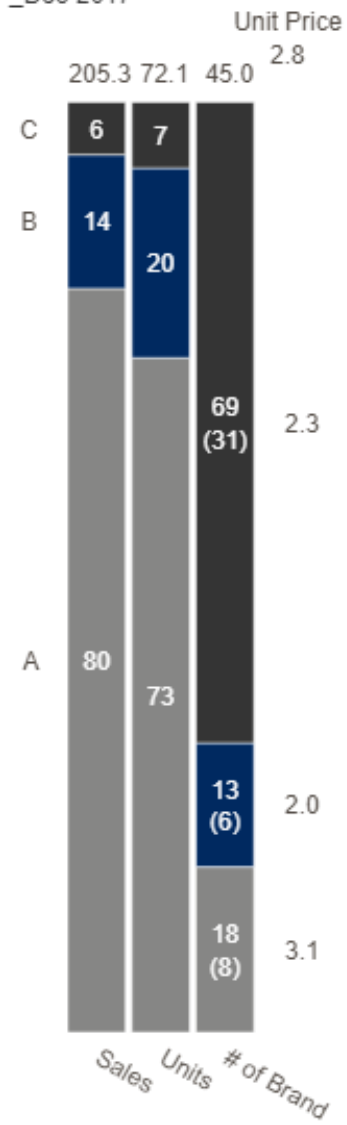
## Styling Aids

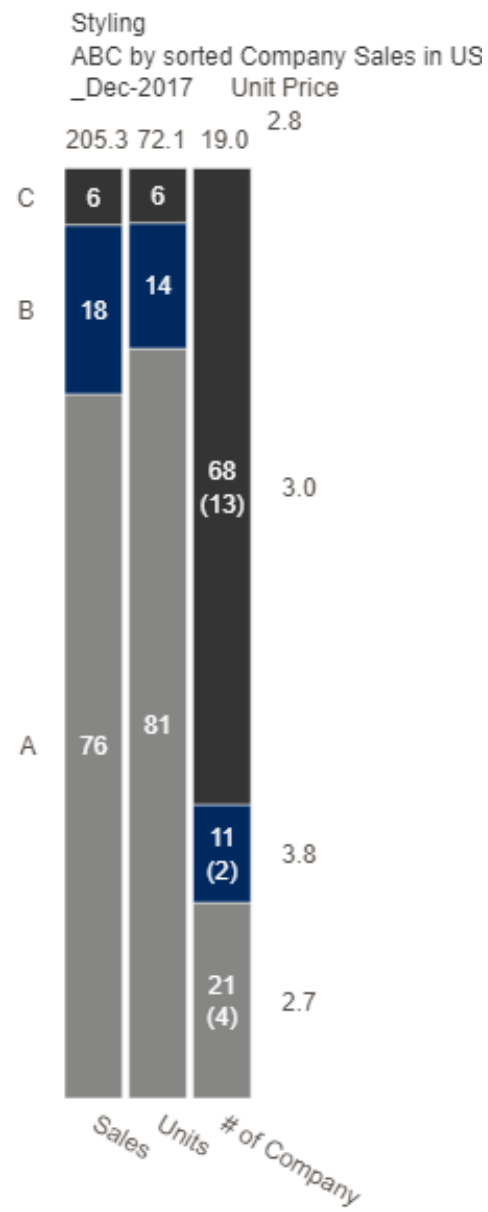
Styling  
Sales Growth Rate, Unit Price Change in USD aggregated by Brand  
\_Dec-2017



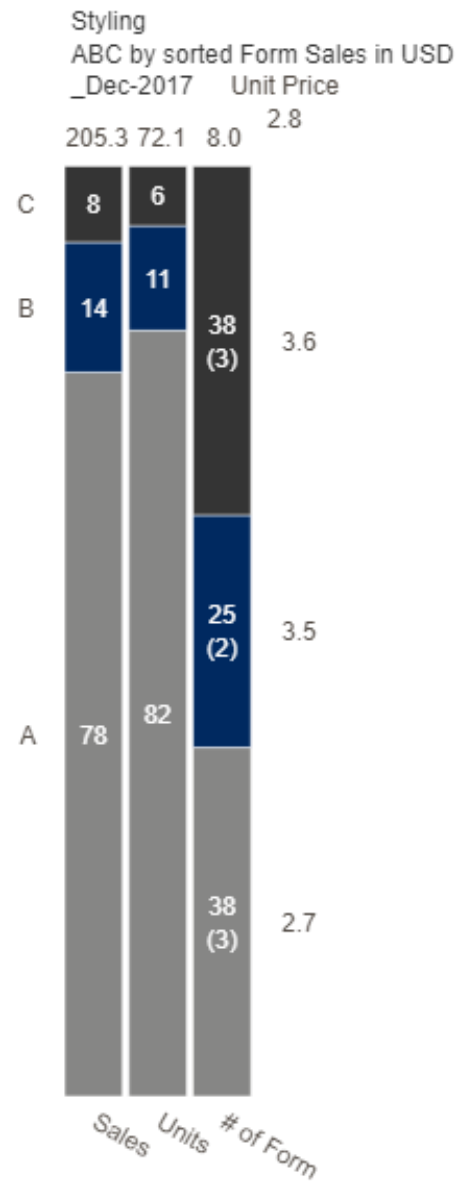


Styling  
 ABC by sorted Brand Sales in USD  
 \_Dec-2017



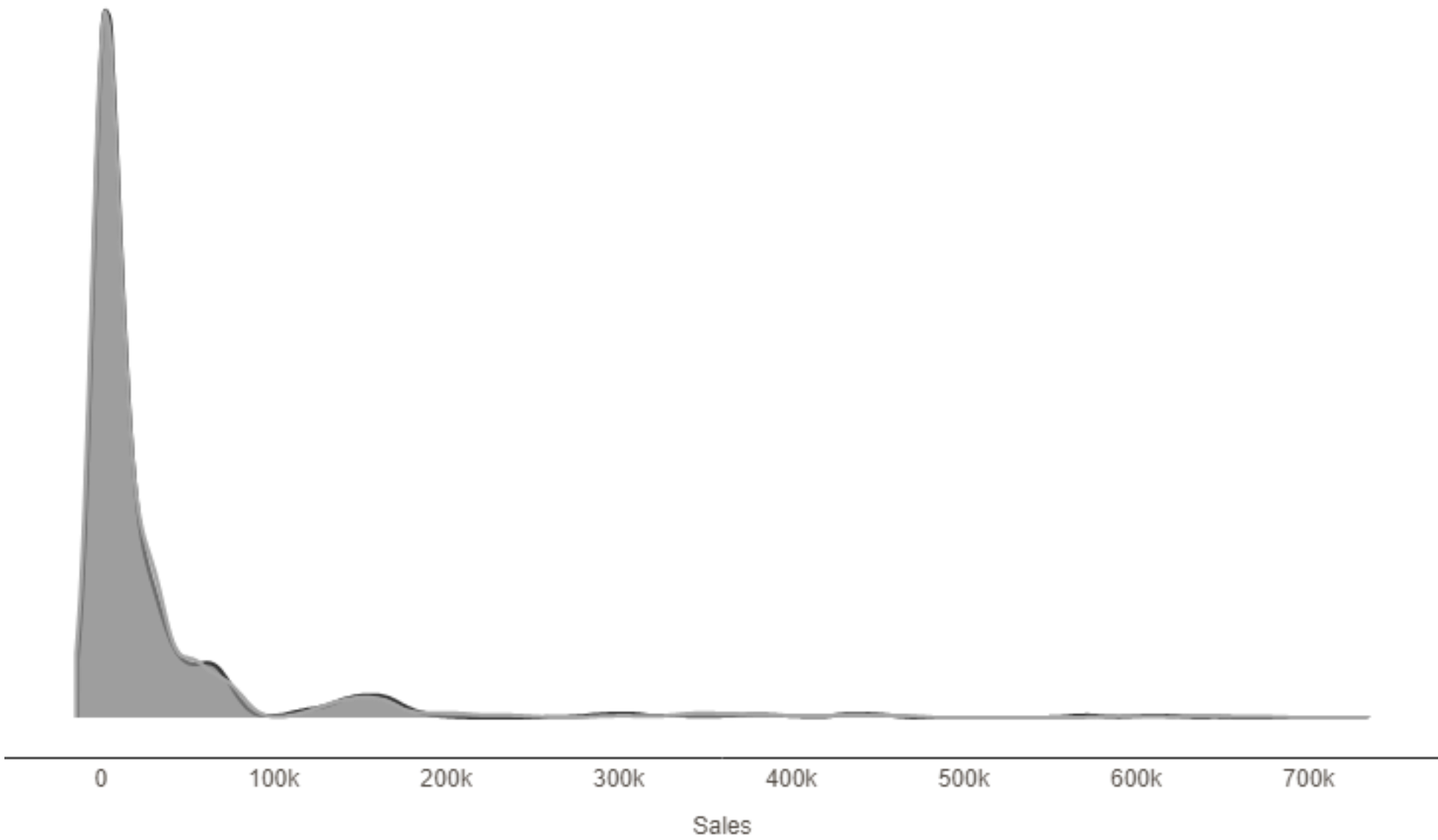






Styling  
Sales in USD, by observation  
\_Dec-2016 vs \_Dec-2017

■ \_'17  
■ \_'16

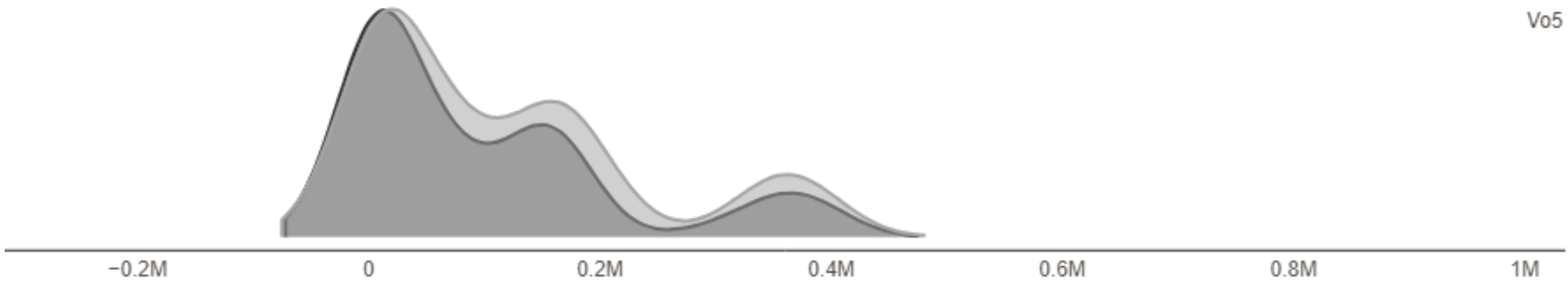


Styling

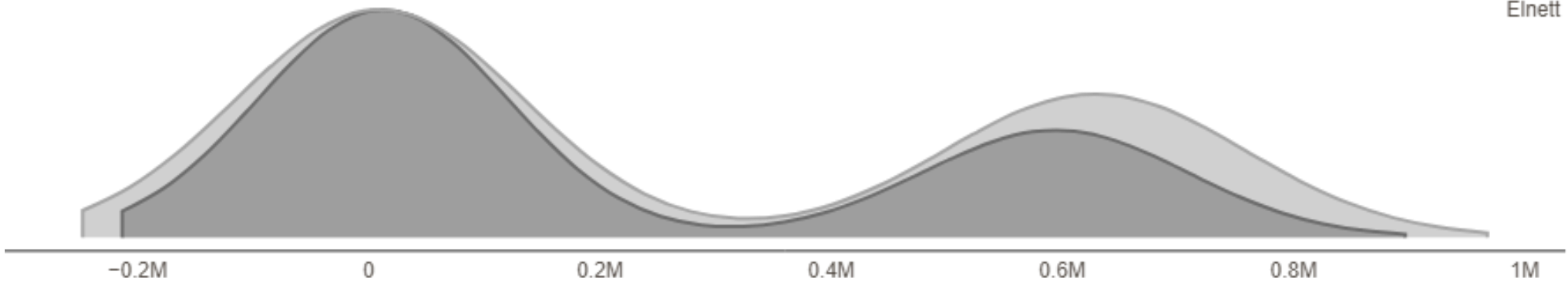
Sales in USD, by observation by Brand  
\_Dec-2016 vs \_Dec-2017

Vo5

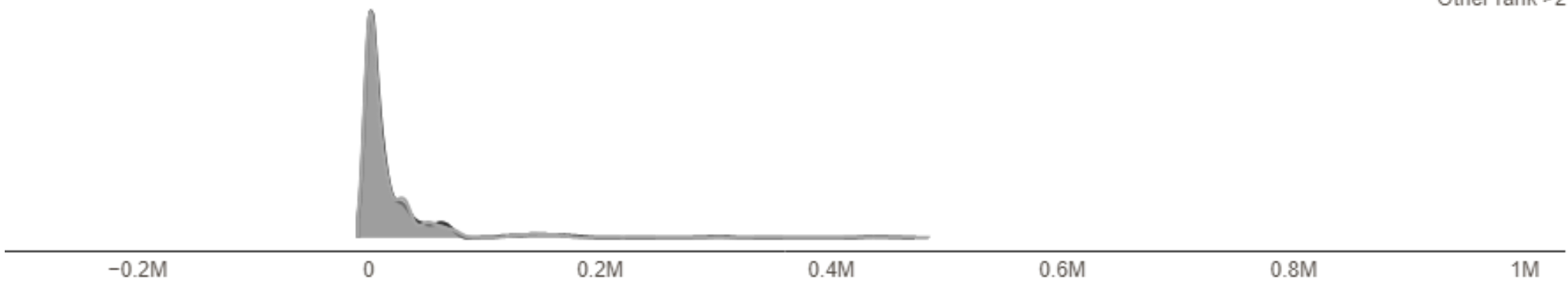
■	_ '17
■	_ '16



Elnett



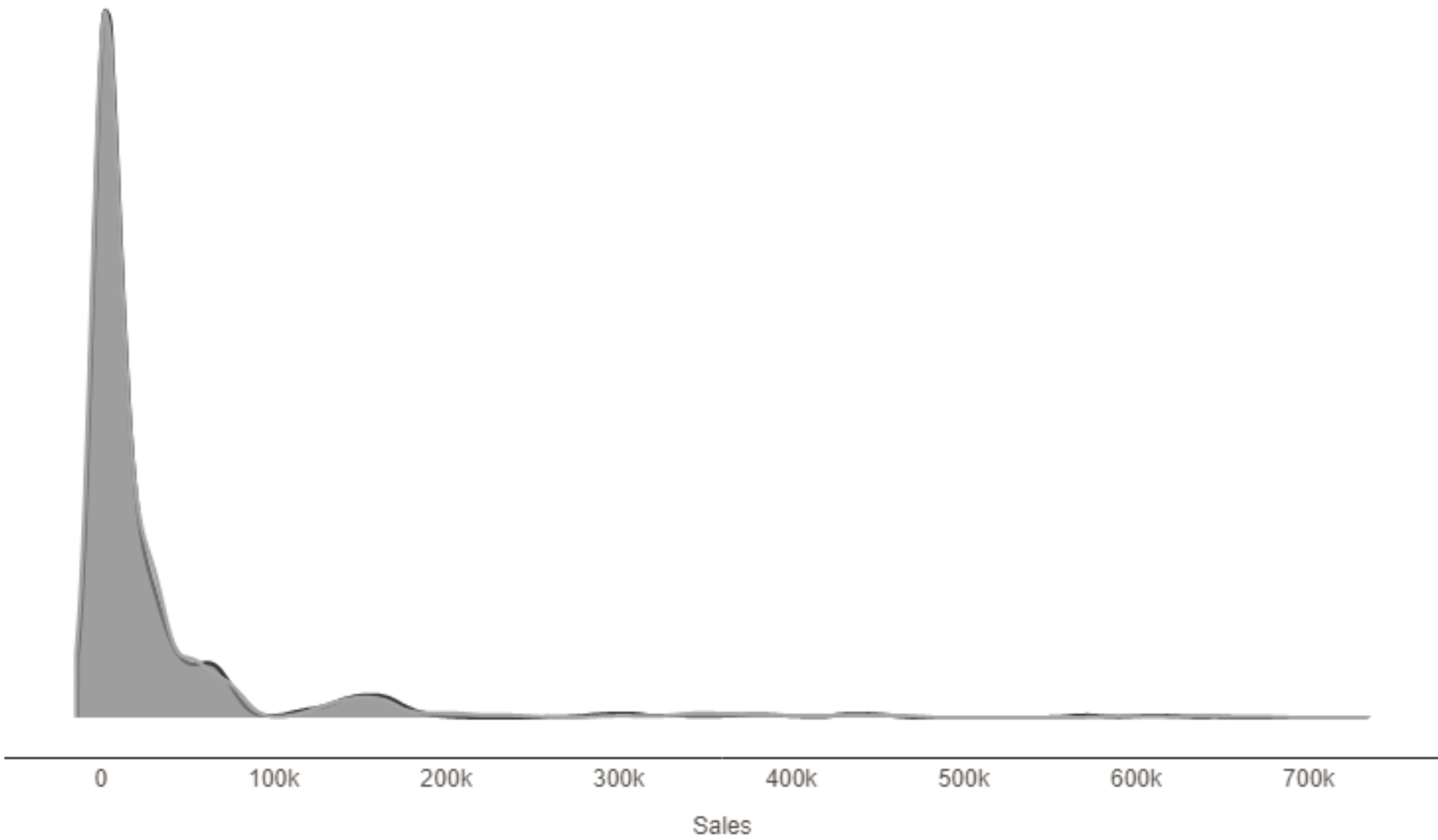
Other rank >2



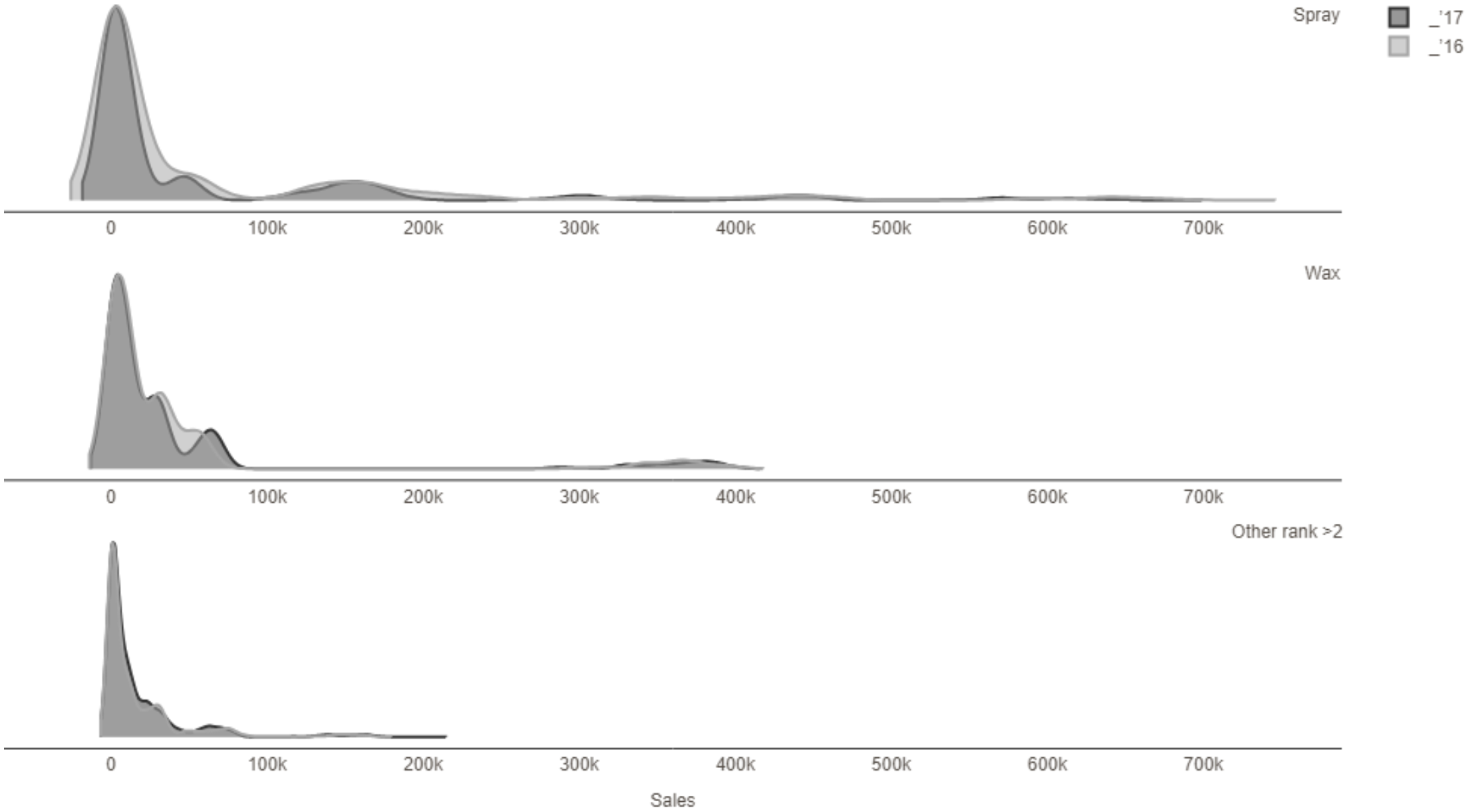
Sales

Styling  
Sales in USD, by observation  
\_Dec-2016 vs \_Dec-2017

■ \_'17  
■ \_'16



Styling  
Sales in USD, by observation by Form  
\_Dec-2016 vs \_Dec-2017



Styling  
Sales by Brand in mUSD  
\_'16 to \_Dec-2017  
CAGR  
2.3%



Styling  
Sales in mUSD by Brand like-for-like Size \_'16 to  
\_'16 to \_Dec-2017

