

GPT-4 Sales Report  
**Styling, '16 vs '17**  
Prepared: 10 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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## **Market Overview and Challenges**

Between fiscal years 2016 and 2017, the market saw a significant \$27.5 million CAD decline in sales, influenced by a decrease in unit sales and a shift towards less profitable products, despite some price increases. This downturn affected various product segments like Hair Sprays, Styling Aids, and Settings, and was evident across different spray forms and larger product sizes. Major brands such as Unilever experienced similar trends, indicating a broader market shift. To counteract these challenges, it's crucial for companies to analyze market trends deeply and realign their strategies, especially focusing on consumer preferences for mid-sized, liquid-based styling products.

## **Sales Performance and Opportunities**

Hair Sprays continue to dominate the hair care market, particularly in bottle and jar forms, while the Settings segment is seeing a decline, possibly due to consumer dissatisfaction or heightened competition. Leading companies like Unilever and L'Oréal are capitalizing on their strong market positions and should focus on high-performing areas and niche markets to drive growth.

## **Consumer Preferences and Product Strategy**

The sales data highlights that larger product sizes generally offer better value due to volume discounts, with consumer preferences favoring the 151-200 ml and 51-100 ml ranges for their convenience and cost-effectiveness. However, smaller Wax and Gel products are underperforming, suggesting a need for strategic realignment. Premium brands like Ted Baker and Tigi maintain high prices, whereas brands like Headmasters have reduced prices to stay competitive.

## **Trends and Market Dynamics**

From 2015 to 2017, the market experienced a sharp increase in sales, peaking with a 1,405% rise in units sold from 2015 to 2016, followed by a downturn in 2017 with a 13.5% drop in sales and about a 16% decrease in units. Despite this, the overall three-year period showed robust growth with a Compound Annual Growth Rate (CAGR) of 258.1%. Seasonal trends and special events typically boost sales in December, showing strong performance across major companies despite broader market volatility.

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**At a glance:** Between fiscal years 2016 and 2017, the market experienced a \$27.5 million CAD drop in sales, primarily due to decreased unit sales and a shift towards less profitable products, despite some offset from price increases. This decline spanned various product segments, including Hair Sprays, Styling Aids, and Settings, and was consistent across different spray forms, larger product sizes, and major brands like Unilever, suggesting a broader market shift. To address this downturn, companies need to conduct thorough market analyses and adjust their strategies, particularly focusing on consumer preferences for mid-range sized, liquid-based styling products like hair sprays. Pages 8 to 14.

**Sales breakdown:** In the hair care market, Hair Sprays are dominating, with substantial growth in bottle and jar types, while Styling Aids show diversity in product forms. However, the Settings segment is declining across all pack types, possibly due to consumer dissatisfaction or increased competition. Leading companies like Unilever and L'Oréal are leveraging their strong market positions, with opportunities for growth by focusing on high-performing areas and niche markets. Pages 16 to 21.

**Data insights:** The sales report reveals that larger product sizes typically offer better value due to volume discounts, with consumer preferences leaning towards the 151-200 ml and 51-100 ml ranges for their convenience and cost-effectiveness. Top-selling items include spray products and those in the 351-400 ml range, while smaller Wax and Gel products are struggling, suggesting a need for strategic adjustments. Additionally, a few leading brands, notably Class A brands, dominate the market in both sales and units, with premium brands like Ted Baker and Tigi maintaining high prices, contrasting with others like Headmasters who reduce prices in response to market competition. Pages 23 to 29.

**Trends:** Between 2015 and 2017, sales initially surged dramatically, with a peak increase of up to 1,405% in units sold from 2015 to 2016, before experiencing a downturn in 2017 where sales dropped by about 13.5% and units by roughly 16%. Despite this decline, the overall three-year period still showed strong growth, evidenced by a Compound Annual Growth Rate (CAGR) of 258.1%. Seasonal trends and special events influenced monthly and annual sales variations, with December typically showing strong performance across major companies like Unilever and L'Oréal, despite broader market volatility. Pages 31 to 37.

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The sales report indicates a notable decline in the business's performance between fiscal years 2016 and 2017, with a significant drop in sales amounting to approximately \$27.5 million CAD. This downturn is attributed primarily to a reduction in unit sales or a shift towards less profitable products, although some losses were offset by increased pricing (p.10). The decline was observed across various product segments including Hair Sprays, Styling Aids, and Settings, where both sales volumes decreased and the product mix became less favorable. Price hikes partially mitigated these negative impacts (p.11).

Milliliters and spray forms, particularly popular in the market, saw a substantial sales decrease, suggesting a possible shift in market demand or pricing strategies. Unilever, a major player with significant market share, also experienced a notable decline, indicating potential competitive challenges or strategic adjustments (p.12). This trend of declining sales was consistent across spray forms, larger product sizes, and major brands, pointing to a significant market shift during the period (p.13).

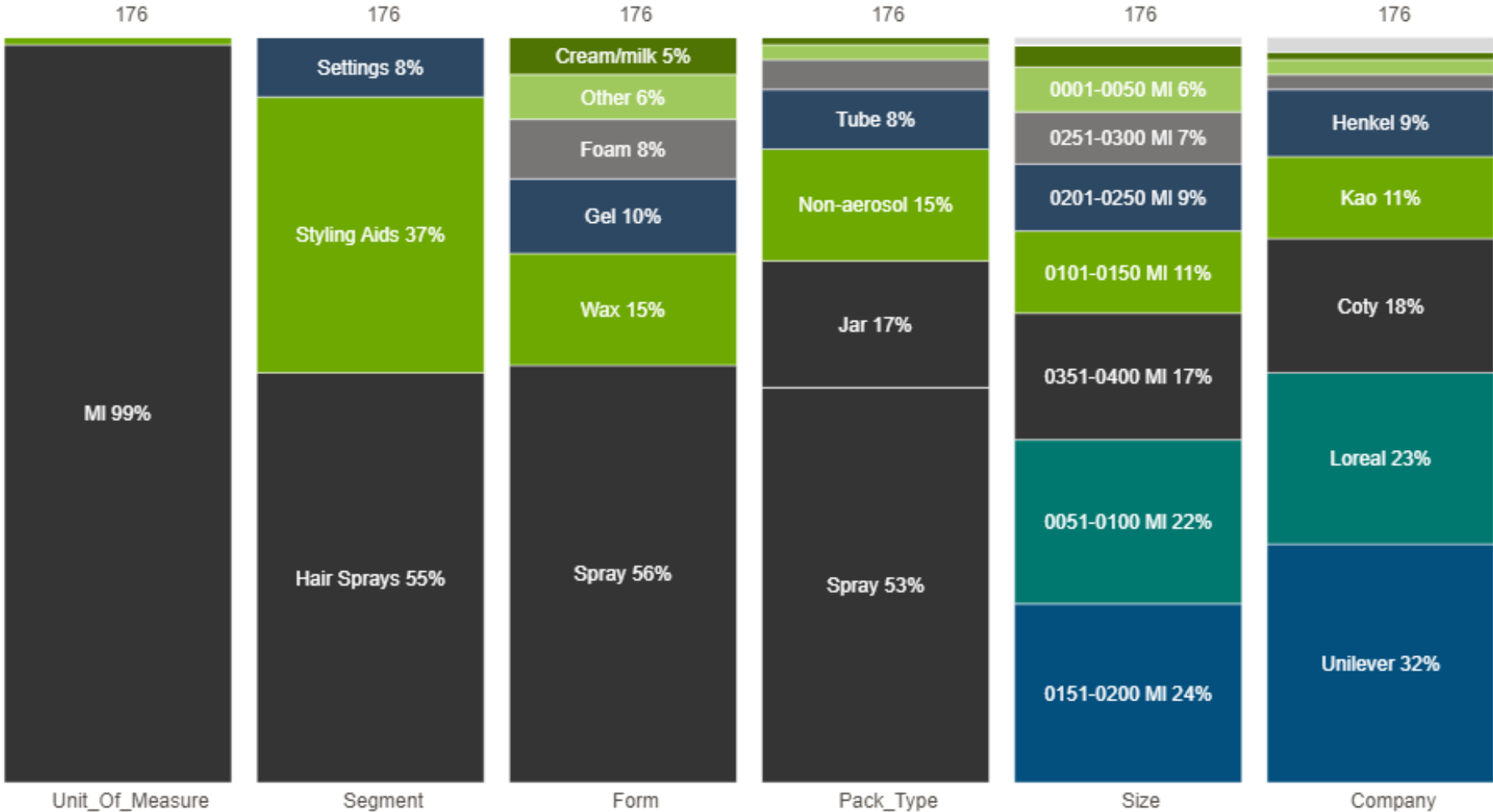
The widespread sales decline affected all major pack types, indicating that the issues were not isolated to specific companies but rather reflective of a broader market trend. This situation necessitates strategic adjustments and a thorough market analysis by the companies involved to recover or stabilize their market positions (p.14).

In terms of product preferences, consumers favored mid-range sizes like 151-200 ml and 51-100 ml for their economic viability and regular use. The dominance of milliliters as a unit of measure and the popularity of hair sprays underscore the market's inclination towards liquid-based styling products, with consumers preferring spray forms for their ease of use (p.9). This preference highlights the importance of understanding consumer behavior and effective marketing strategies in driving product sales.

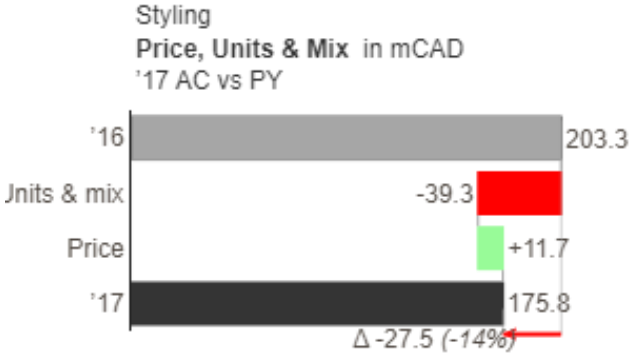


Milliliters are the dominant unit of measure in the business, highlighting the prevalence of liquid-based styling products. Hair sprays are particularly popular, reflecting strong consumer preferences or effective marketing strategies. Consumers favor spray forms and pack types for their ease of use. Mid-range sizes like 151-200 ml and 51-100 ml are the most economically viable and preferred for regular use. Unilever holds a significant market share, suggesting strong brand loyalty or superior distribution channels.

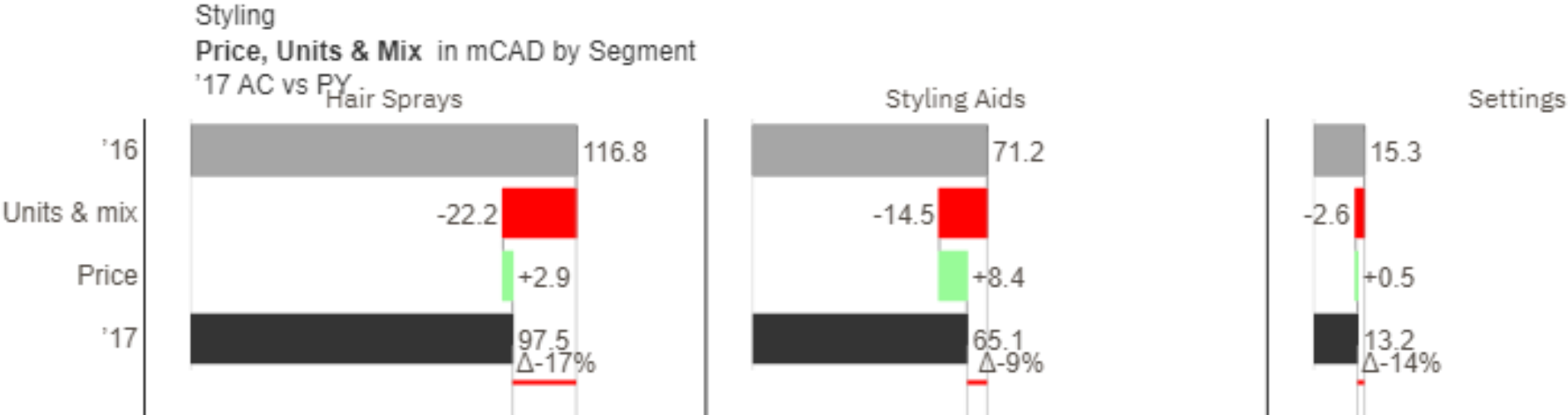
Styling  
Sales in mCAD by dimension  
'17



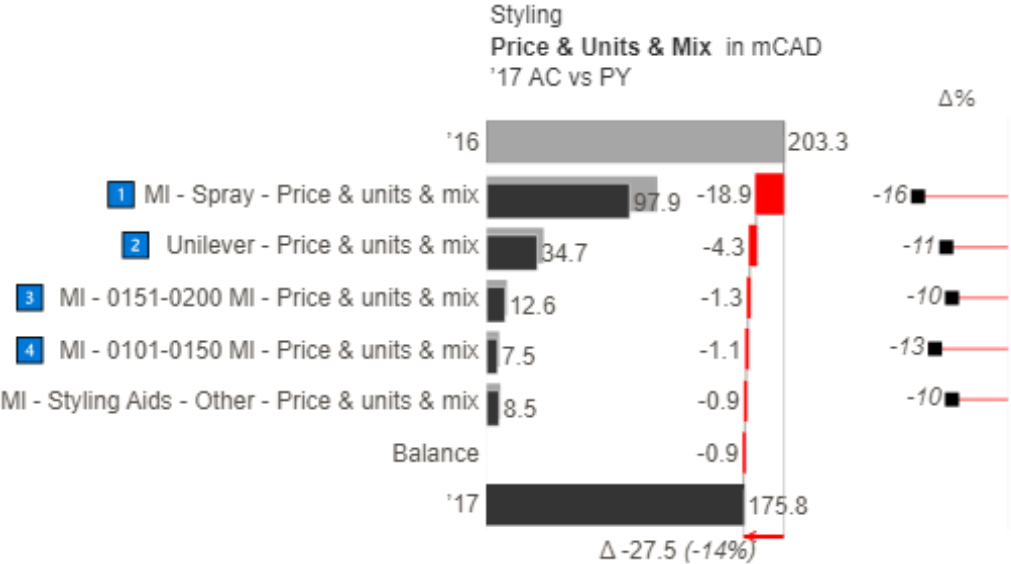
Between fiscal years 2016 and 2017, the business experienced a sales decline of approximately \$27.5 million CAD. This drop was mainly due to selling fewer units or a shift to less profitable products. However, some of this loss was mitigated by higher prices.



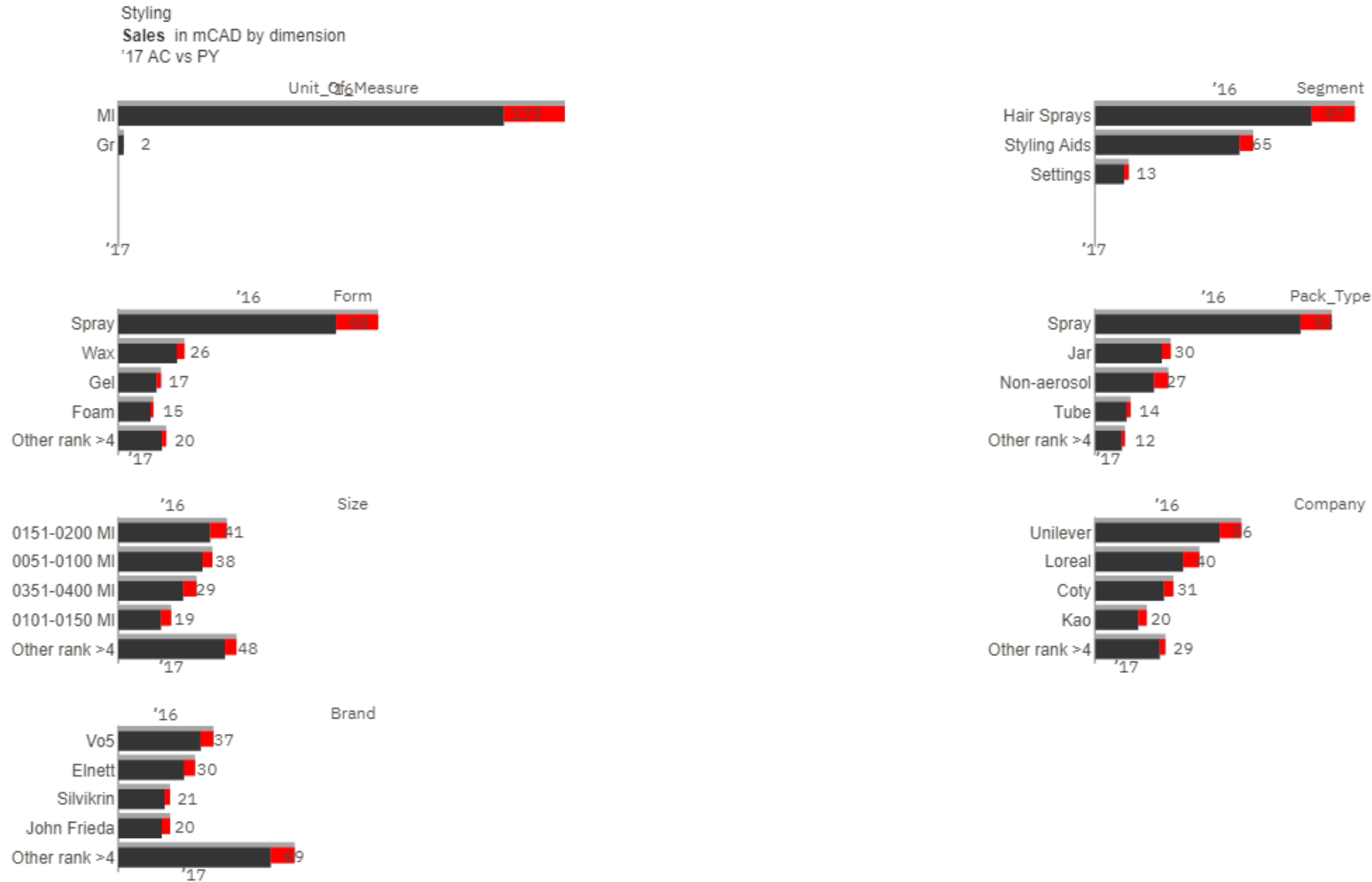
Sales in the product segments of Hair Sprays, Styling Aids, and Settings all declined from 2016 to 2017. The Units & Mix component negatively affected all segments, leading to either lower sales volumes or a less favorable product mix. However, price increases helped mitigate some of these losses across the board.



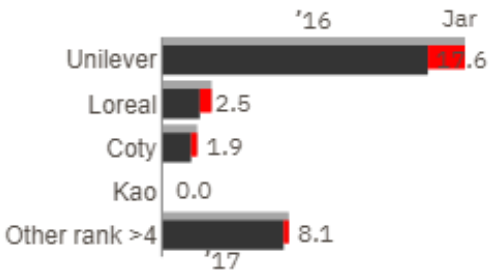
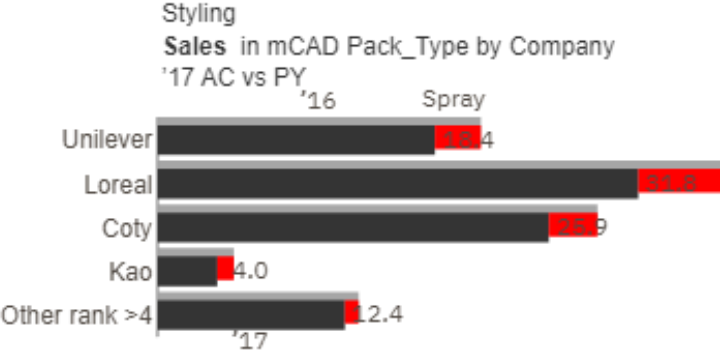
Sales dropped significantly when products were measured in milliliters and sold as sprays, indicating a shift in market demand or a change in pricing strategy. The second-largest decline involved Unilever products, suggesting a decrease in demand, competitive challenges, or strategic adjustments in their offerings.



Sales declined across most categories from 2016 to 2017, with the largest drops seen in spray forms, larger product sizes, and major brands. This consistent decrease suggests a significant market shift during that period.



The dataset shows a tough time for the involved companies, with sales dropping significantly across all major pack types. This widespread decline suggests a broader market trend rather than issues specific to individual companies. To bounce back or stabilize their positions, these companies need to focus on strategic adjustments and thorough market analysis.



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In the hair care market, Hair Sprays and Styling Aids are significant segments, with Hair Sprays showing complete dominance and Styling Aids represented across various forms, indicating a diverse product range. The Settings segment primarily utilizes Foam, suggesting a niche focus or strategic choice (p.17). Leading companies like Unilever and L'Oréal dominate these segments, with Unilever excelling in the 'Other rank >6' category and L'Oréal having a broad presence in various styling aid forms, demonstrating their strong market positions (p.18).

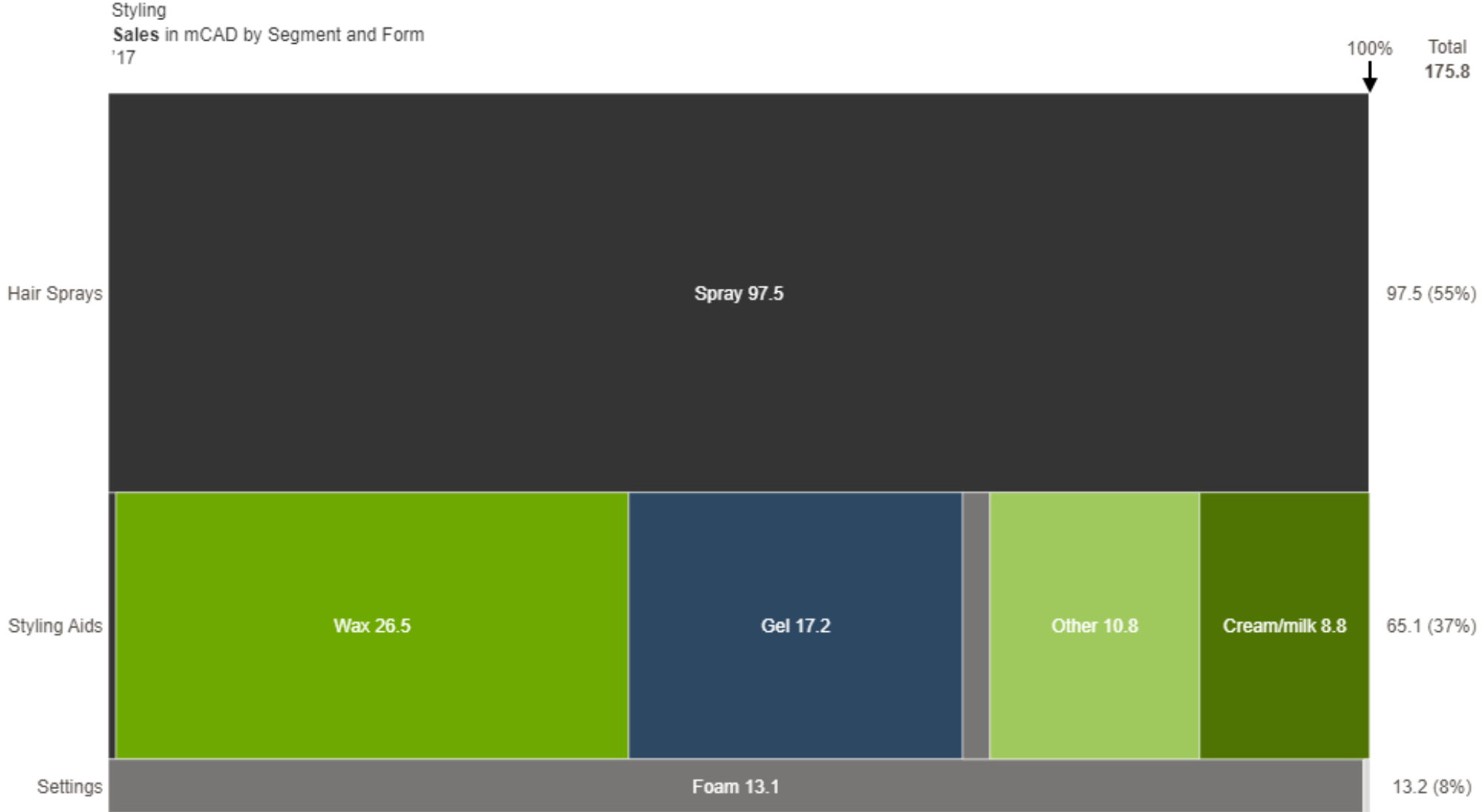
The Hair Sprays segment is witnessing substantial growth in both bottle and jar pack types, which could be attributed to changing consumer preferences or effective marketing strategies. Conversely, the Settings segment is experiencing negative growth across all pack types, likely due to consumer dissatisfaction or increased competition (p.19). This indicates that consumer preferences and market dynamics are crucial in shaping the industry.

Brands such as Vo5 and Elnett are performing well, reflecting successful branding and consumer popularity. Unilever and L'Oréal continue to lead the market with a wide product range. The competitive nature of the market is highlighted by high sales in the 'Other rank >8' category, suggesting that there are opportunities for companies to capture niche markets and focus strategically (p.20).

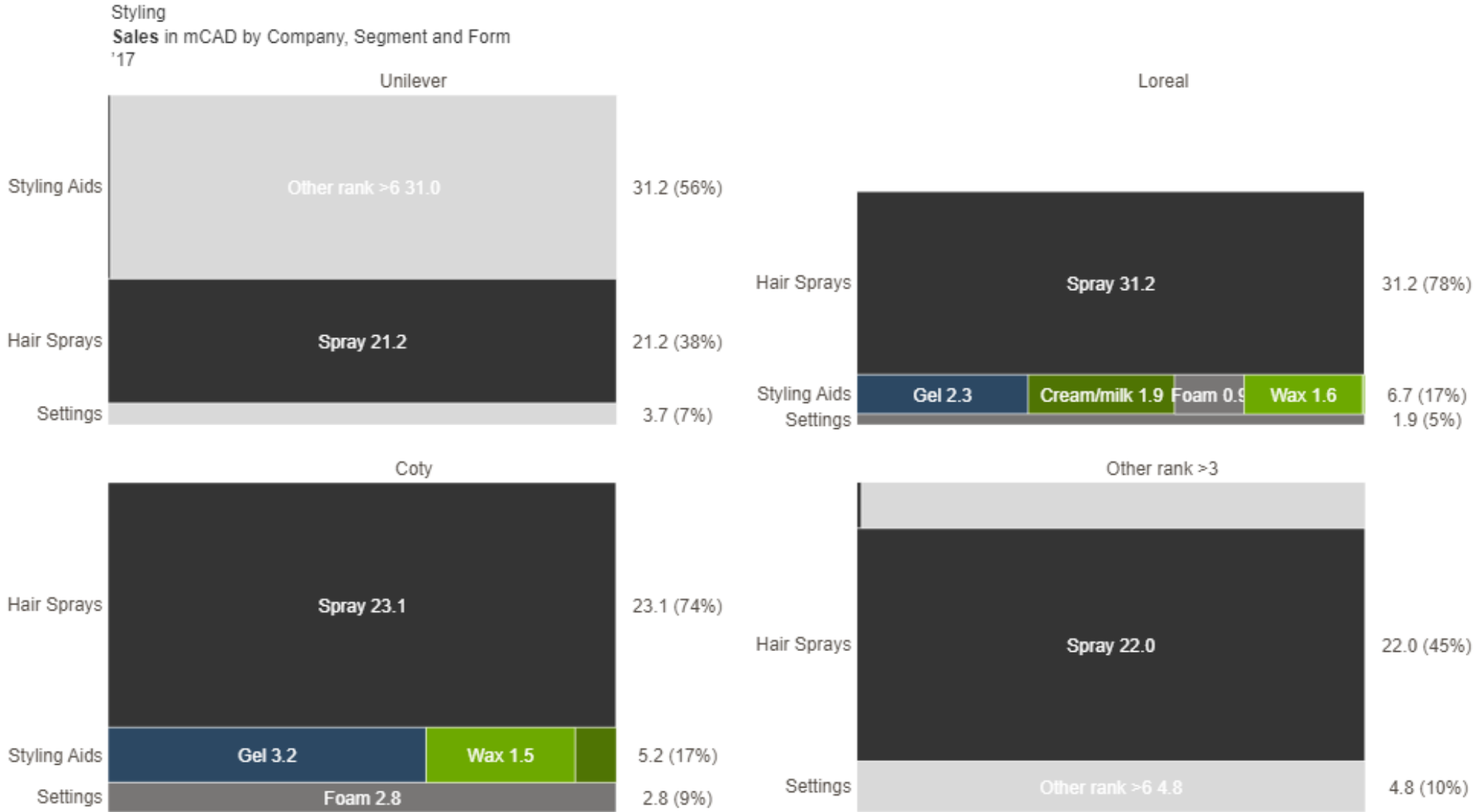
L'Oréal's Elnett is particularly strong in the Hair Sprays segment, while Unilever's Vo5 is prominent in Styling Aids. The significant presence of sales in the 'Other rank >8' category across all companies and segments indicates a highly competitive market with ample opportunities for market share expansion by concentrating on high-performing areas (p.21). This competitive landscape requires companies to strategically position themselves to leverage growth opportunities effectively.



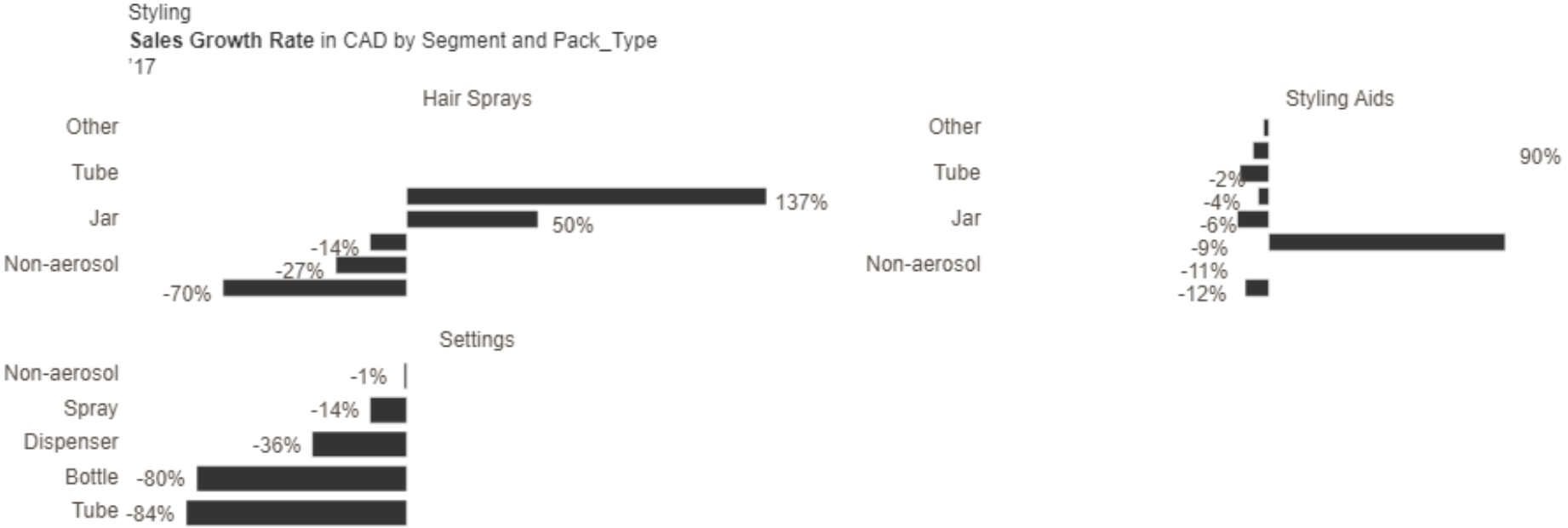
In the spray market, Hair Sprays dominate completely, while Styling Aids are well-represented across various forms, showing a diverse product range. The Settings segment mainly relies on Foam, which might reflect a focused niche or a strategic decision. This market dominance and product specialization suggest strong brand positioning and potentially less competition in these areas.



Unilever and L'Oréal are leading the market in hair spray and styling aid sales. Unilever dominates the 'Other rank >6' category, while L'Oréal has a broad presence across various styling aid forms. This showcases their strong positions in the styling sales industry.

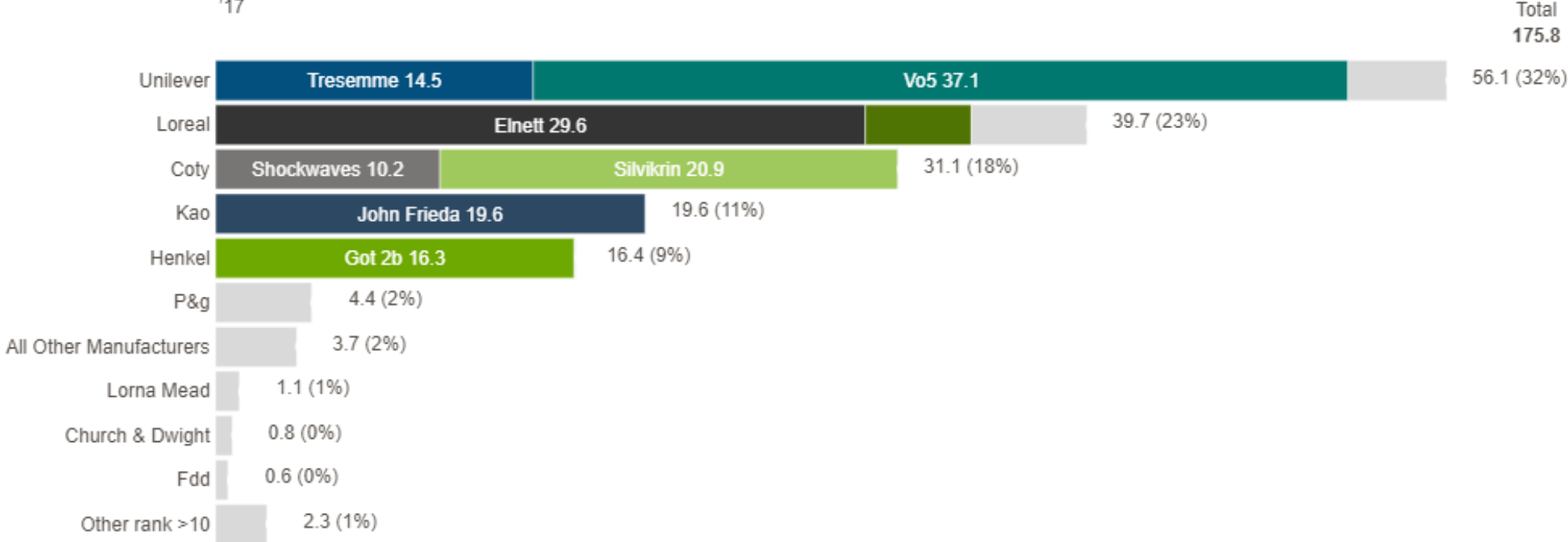


The Hair Sprays segment is experiencing significant growth in both bottle and jar pack types, likely due to a shift in consumer preferences or effective marketing strategies. On the other hand, the Settings segment is facing challenges, with negative growth across all pack types, possibly due to consumer dissatisfaction or heightened competition. These trends highlight how consumer choices and specific market factors are shaping the industry.



Brands like Vo5 and Elnett are showing strong sales, reflecting their successful branding and popularity among consumers. Unilever and L'Oréal, with their wide range of products, clearly lead the market. The high sales in the 'Other rank >8' category across various companies indicate a competitive environment with numerous smaller players. This suggests there are opportunities to capture niche markets and implement strategic focuses.

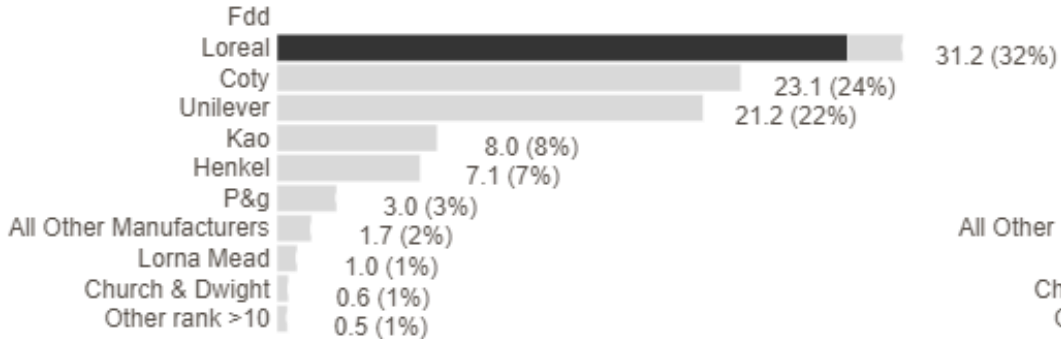
Styling  
Sales in mCAD by Company and Brand  
'17



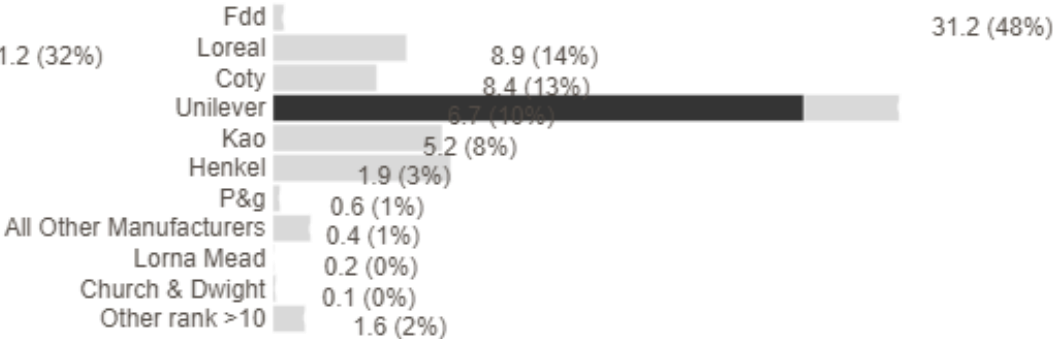
L'Oréal's Elnett brand leads in the Hair Sprays segment, while Unilever's Vo5 excels in Styling Aids. The presence of significant sales in the 'Other rank >8' category across all companies and segments shows a competitive market full of opportunities for expanding market share by focusing on high-performing areas.

Styling  
Sales in mCAD by Segment, Company and Brand '17

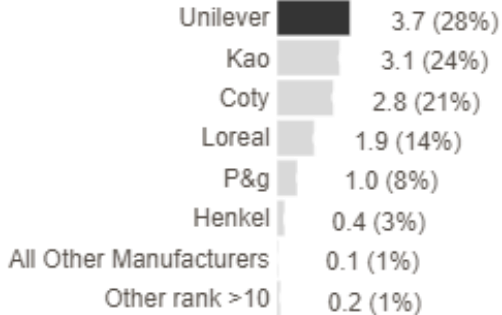
Hair Sprays



Styling Aids



Settings



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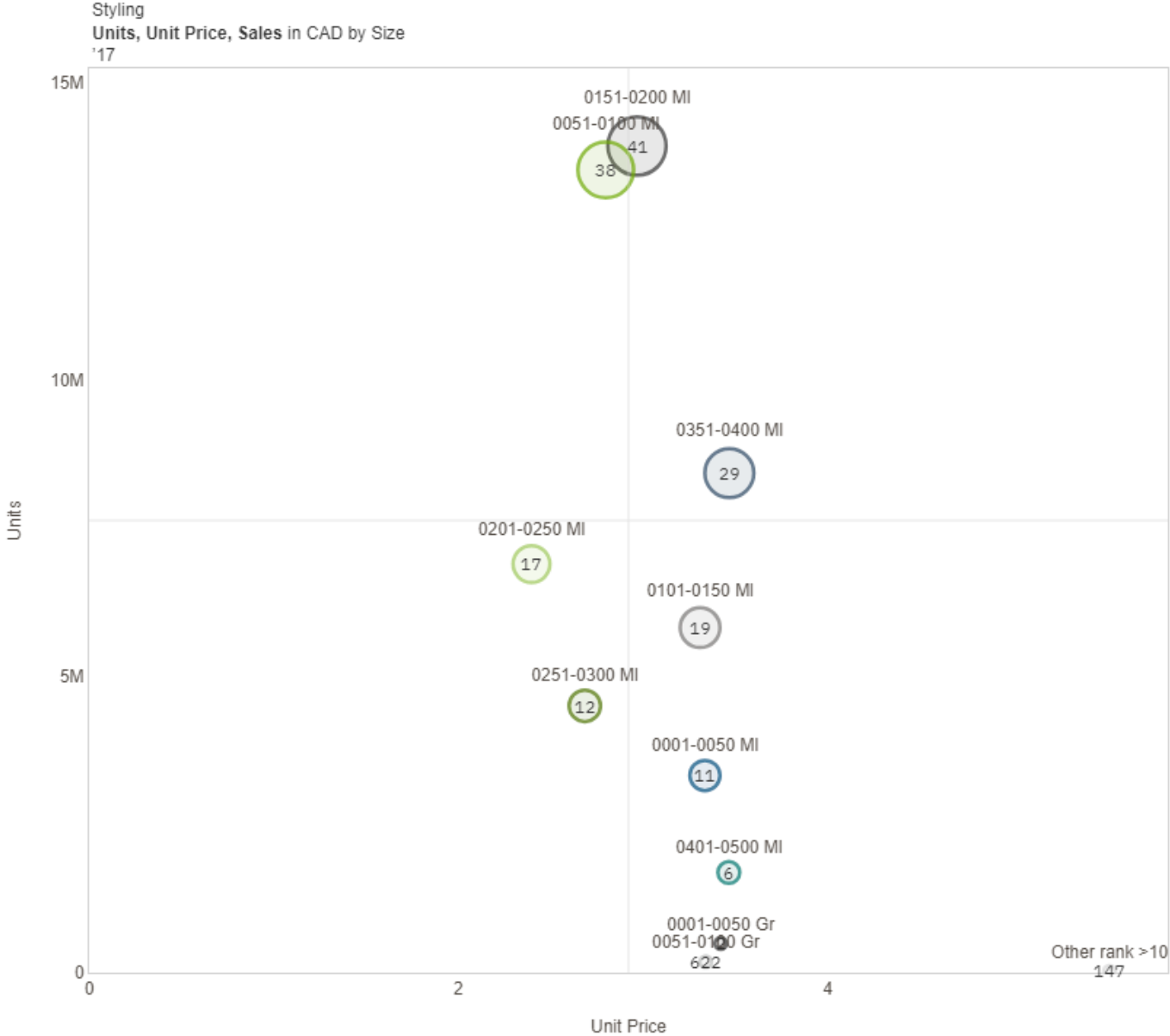
The sales report highlights that larger product sizes generally offer lower unit prices, which is indicative of a volume discount strategy. The most popular product sizes are within the 151-200 ml and 51-100 ml ranges, suggesting that consumers prefer these sizes for their balance of convenience and cost-effectiveness (p.24). In terms of product types, spray products and those in the 351-400 ml range are top sellers, aligning well with market demands. However, smaller Wax and Gel products are underperforming, which may necessitate a reevaluation of their market strategy or an increase in marketing efforts (p.25).

A significant insight from the sales analysis is the dominance of a few top brands, referred to as Class A brands. These brands not only lead in total sales but also in units sold, underscoring their strong market presence and consumer popularity. This dominance plays a crucial role in driving sales and maintaining high transaction volumes (p.26).

Price positioning varies significantly among brands, with premium brands like 'Ted Baker' and 'Tigi' maintaining high unit prices and experiencing price increases, which places them in a premium market segment. Conversely, brands like 'Headmasters' are observed lowering their prices, likely in response to competitive pressures or strategic pricing adjustments (p.27). This trend is also seen in the 'Styling Aids' and 'Settings' segments, where brands such as Cosmagic and Ted Baker are adjusting their prices, indicating a targeting of premium markets or aggressive pricing strategies (p.28).

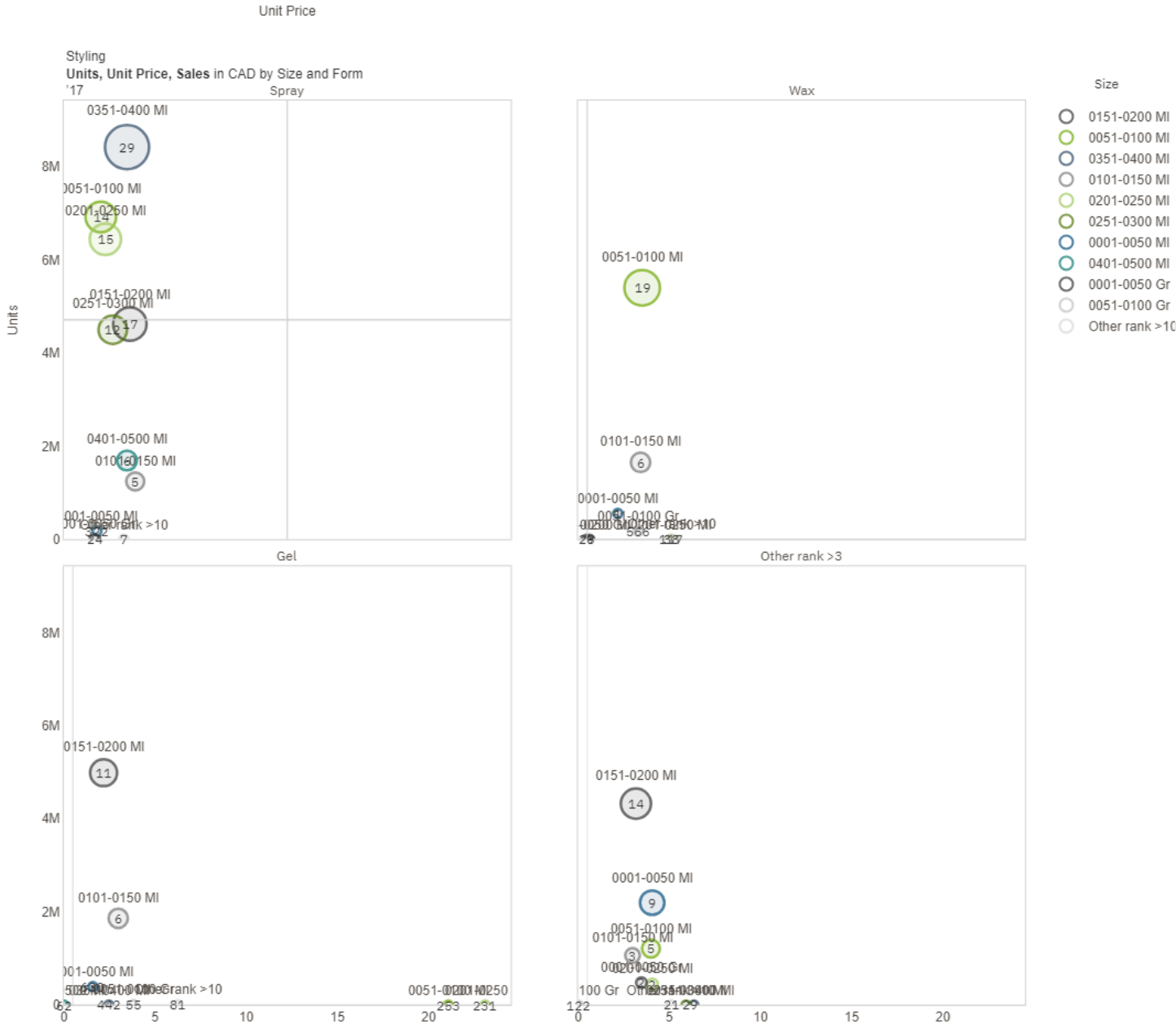
Overall, the dominance of a few brands in both sales and units is a clear indicator of significant consumer loyalty and market share. This consistent performance across different brand classes highlights their strong acceptance in the market, which is crucial for the market's ongoing success (p.29).

Larger product sizes typically offer lower unit prices, reflecting a volume discount strategy. The most popular sizes are the 151-200 ml and 51-100 ml categories, which lead the market in sales and units. This suggests that consumers prefer these mid-range sizes for their balance of convenience and cost-effectiveness.



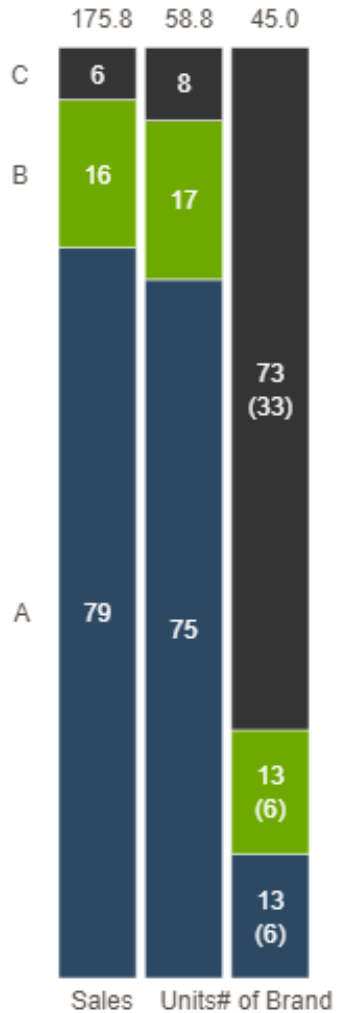


Spray products and sizes ranging from 351-400 ml are top sellers, indicating strong market alignment. In contrast, smaller Wax and Gel products are not performing as well, suggesting a need for reevaluation or increased marketing efforts.

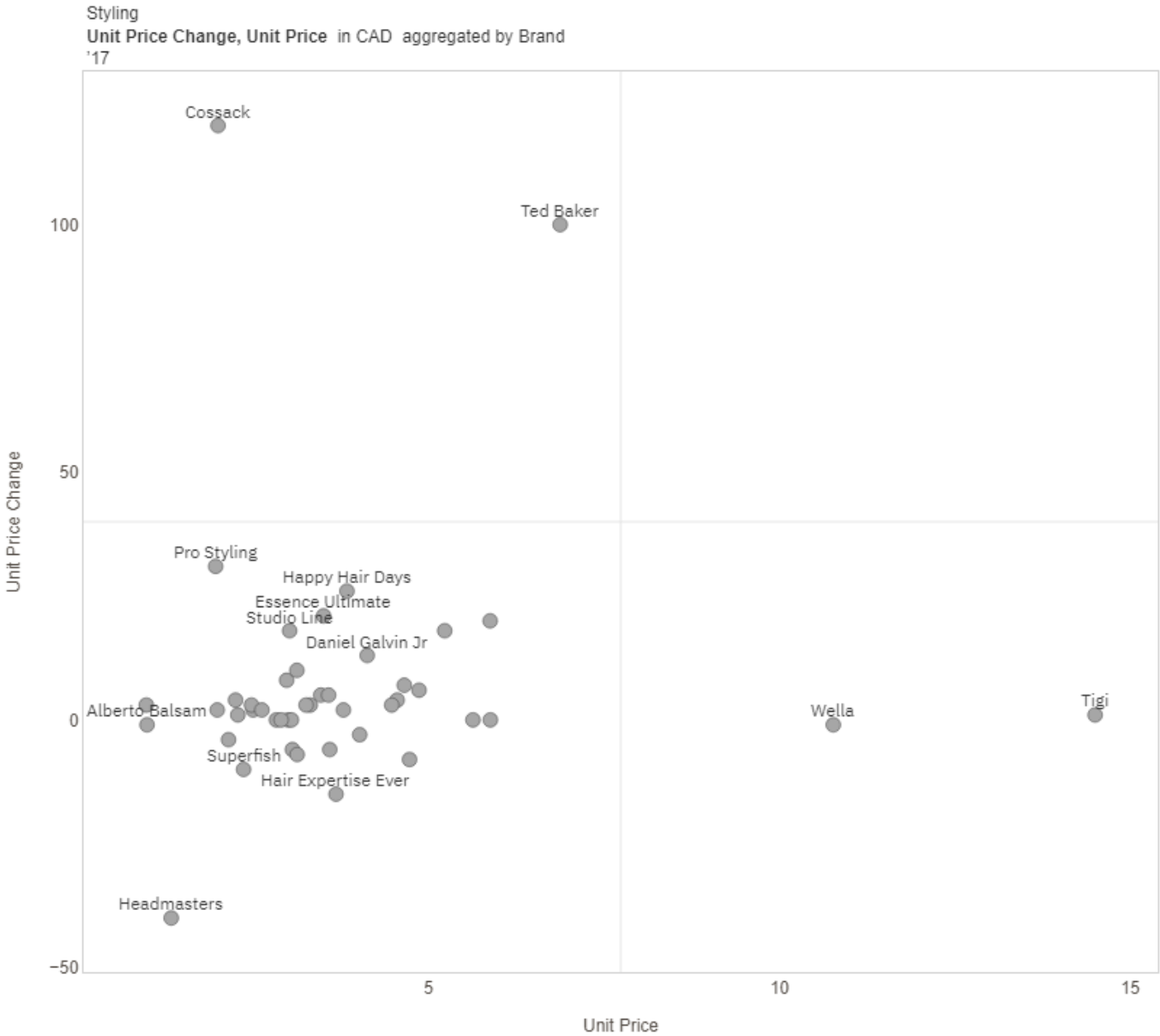


The sales analysis shows that a few top brands, known as Class A brands, dominate the market. They make up a large part of total sales, highlighting their strong presence and popularity among consumers. Similarly, the number of units sold also reflects this trend, underlining the critical role these brands play in driving sales and transactions.

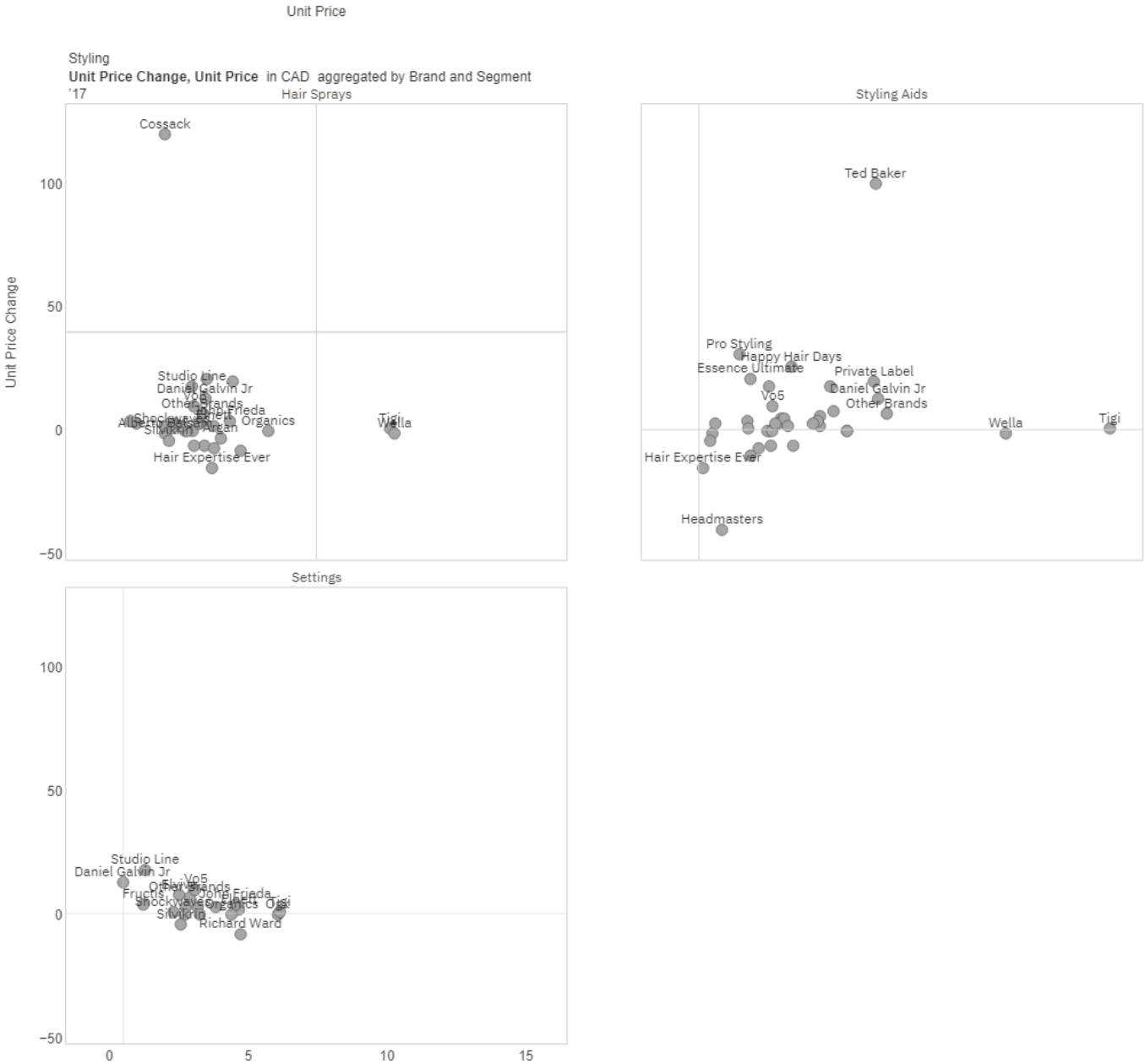
Styling  
 ABC by sorted Brand Sales in CAD  
 '17



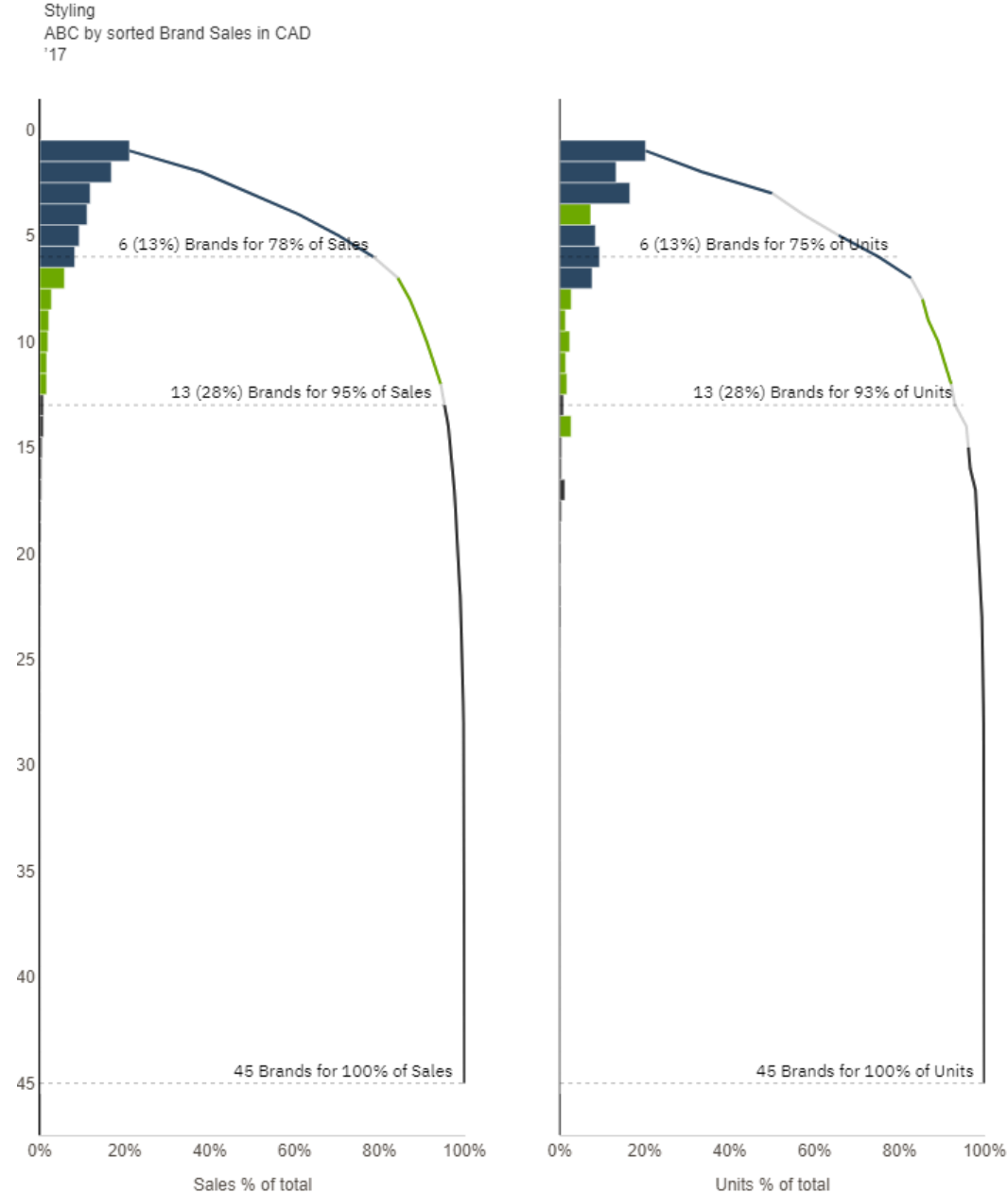
The scatter chart shows that brands like 'Ted Baker' and 'Tigi' in the top right quadrant have high unit prices and significant price increases, indicating a premium market position that attracts consumers willing to pay more. On the other hand, brands such as 'Headmasters' in the bottom left quadrant are reducing their unit prices, likely due to competitive pressures or strategic pricing adjustments.



In the 'Styling Aids' and 'Settings' segments, our scatter plot analysis reveals diverse pricing strategies. Brands like Cosmagic and Ted Baker are adjusting their prices significantly, suggesting they're either targeting a premium market or being particularly aggressive. This shows how various segments and brands are uniquely responding to market conditions. Some are driving growth by raising prices, while others are focusing on maintaining stability.



The analysis shows that a few brands dominate the market in both sales and units, indicating they have captured significant consumer loyalty and market share. This dominance is crucial to the market's success. The consistent performance across different brand classes further highlights their acceptance in the market.



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The sales data from 2015 to 2017 shows a pattern of aggressive initial growth followed by a downturn across various segments and companies. From 2015 to 2016, there was a remarkable surge in sales and units, with increases of approximately 1,384% and 1,405% respectively. However, 2017 saw a decline, with sales dropping by about 13.5% and units by roughly 16%. Despite this downturn, the Compound Annual Growth Rate (CAGR) for sales over the three-year period remained high at 258.1%, indicating strong overall growth (p.32).

All product categories experienced significant sales increases from 2015 to 2016, suggesting a shift in market dynamics or consumer demand. Despite a subsequent decline in sales from 2016 to 2017, the overall growth from 2015 to 2017 remained substantial, reflecting successful expansion efforts and increased product acceptance (p.33). Similarly, brand sales saw a massive increase of 1,135% from 2015 to 2016, followed by a slight decrease of 7.8% in 2017. Nonetheless, the trend from 2015 to 2017 was strongly positive (p.34).

Specific product categories such as Hair Sprays, Styling Aids, and Settings also showed impressive growth between 2015 and 2016, with increases ranging from 1,350% to 1,483%. Despite a drop in sales in 2017, the overall growth from 2015 to 2017 remained strong, indicating a positive trend over the three years (p.35). On a monthly comparison between 2016 and 2017, there was a slight overall decrease of about 0.46% in sales. December and September of 2017, however, saw significant increases, likely due to seasonal trends or special events (p.36).

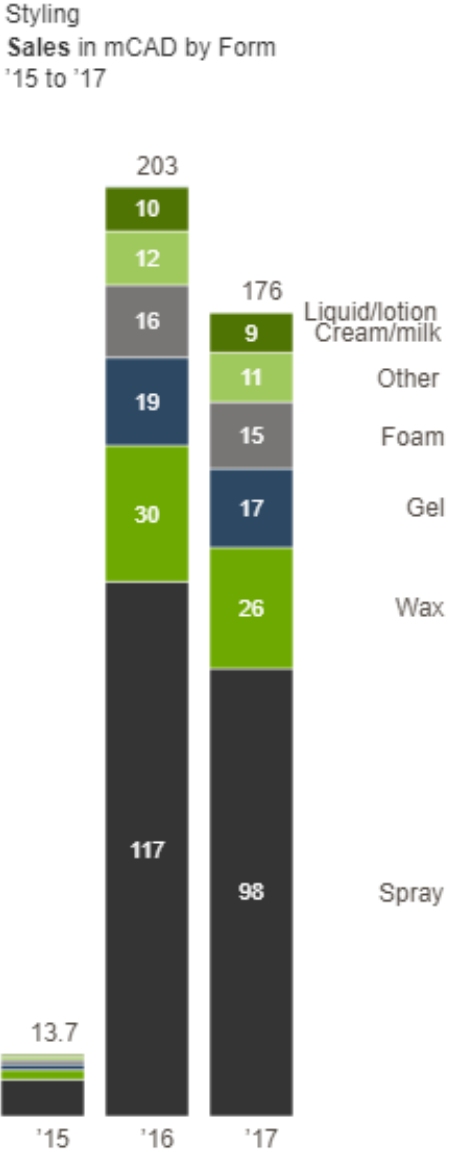
In the annual comparison between 2016 and 2017, major companies like Unilever and L'Oréal experienced sales declines, while Coty and the "Other rank >3" group saw slight increases. December was a strong month for all companies, likely boosted by holiday shopping, whereas January and October faced notable declines in sales for most of the companies involved (p.37). This data highlights the volatility and variability in sales performance across different periods and segments, underscoring the need for adaptive strategies in marketing and sales.

From 2015 to 2016, the business saw aggressive growth, with sales soaring by approximately 1,384% and units increasing by about 1,405%. However, in 2017, there was a downturn, with sales dropping by roughly 13.5% and units decreasing by about 16%. Despite this, the Compound Annual Growth Rate (CAGR) for sales remained high at 258.1% over the three-year period, reflecting the significant initial growth.





From 2015 to 2016, all product categories saw a dramatic increase in sales, indicating a significant shift in market dynamics or consumer demand. However, despite this growth, sales in every category declined from 2016 to 2017. Overall, from 2015 to 2017, the market shows substantial growth, suggesting successful expansion efforts and increased acceptance of the products.



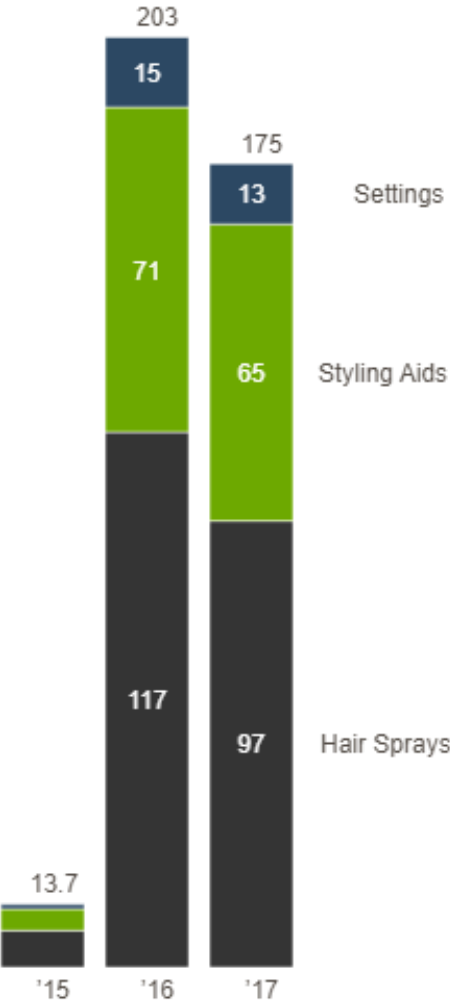
Brand sales surged by 1,135% from 2015 to 2016, but dipped slightly by 7.8% the following year. Despite this minor setback, the overall trend from 2015 to 2017 remains strongly positive, showing significant growth.

Styling  
Sales by Brand in mCAD  
'15 to '17

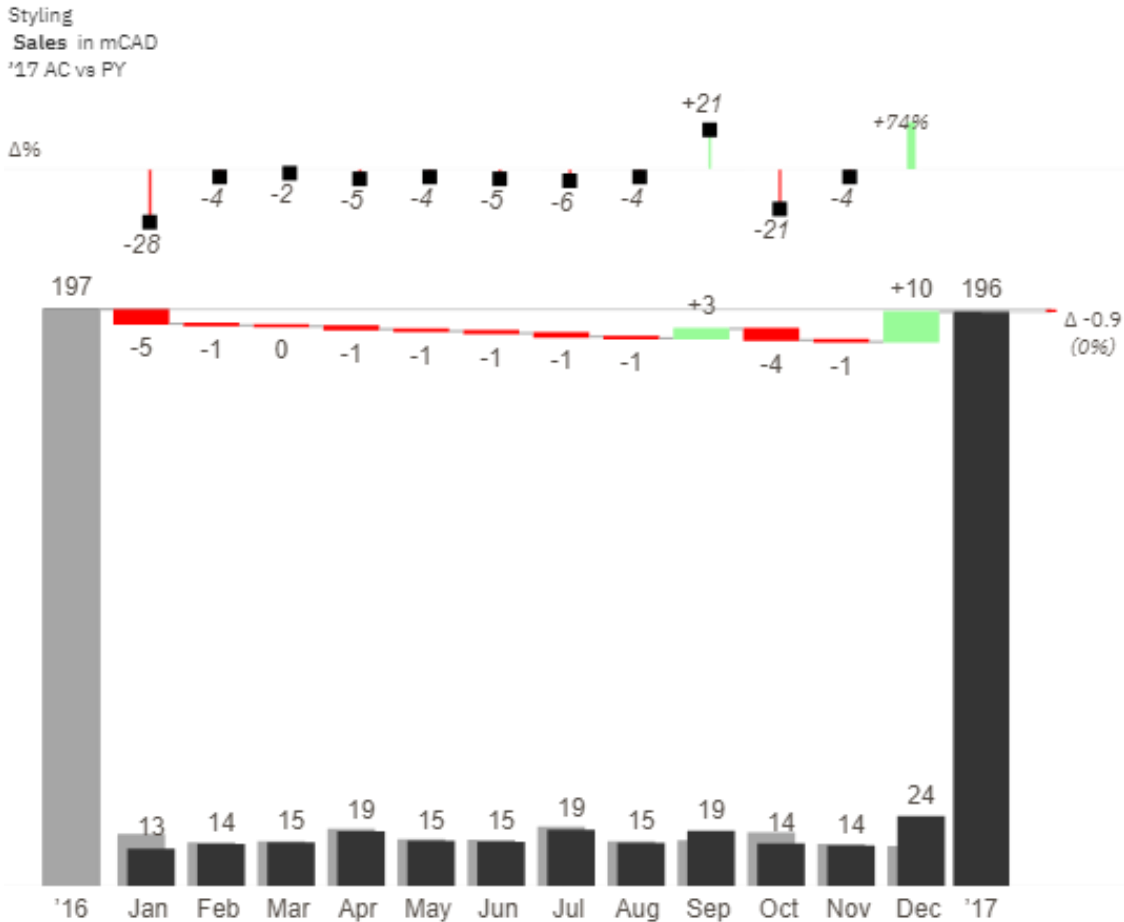


Sales data for Hair Sprays, Styling Aids, and Settings showed impressive growth from 2015 to 2016, with increases between 1,350% and 1,483%. However, sales in all categories dropped in 2017. Despite this decline, the overall growth from 2015 to 2017 remained strong, indicating a positive trend over the three years.

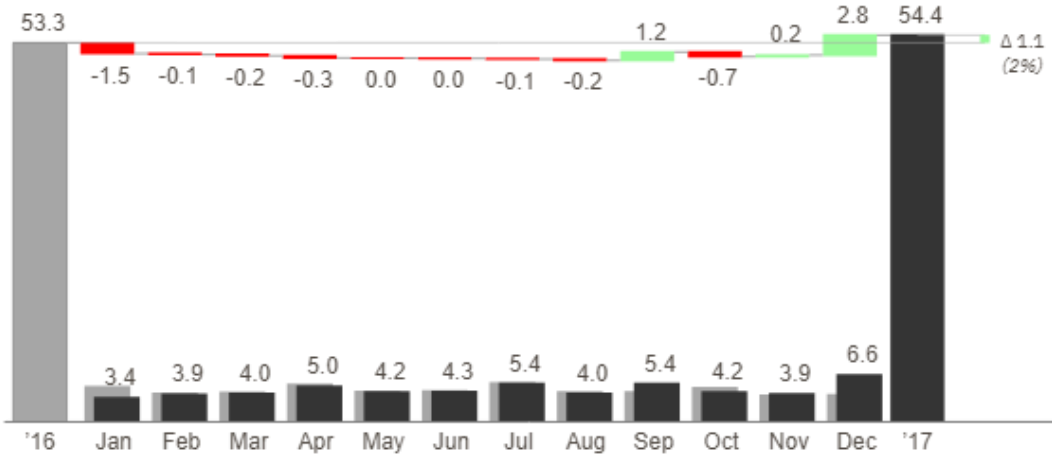
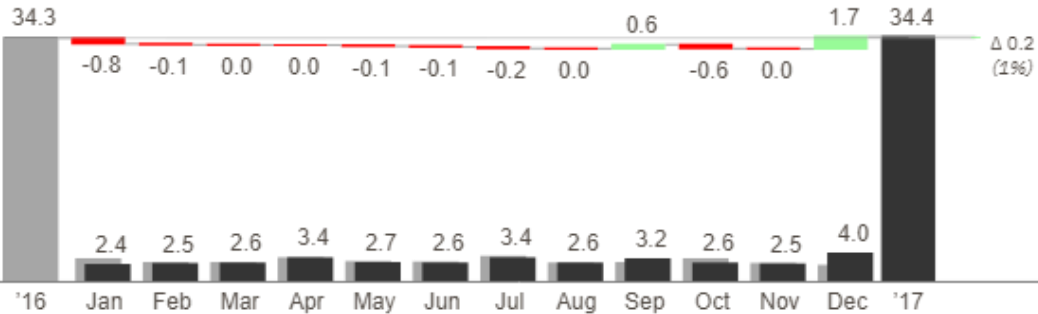
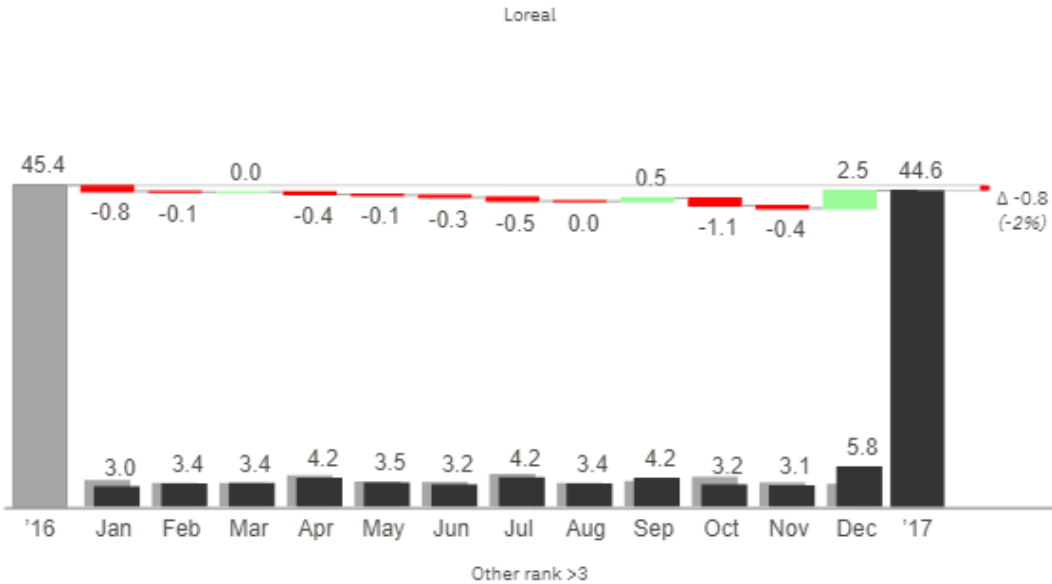
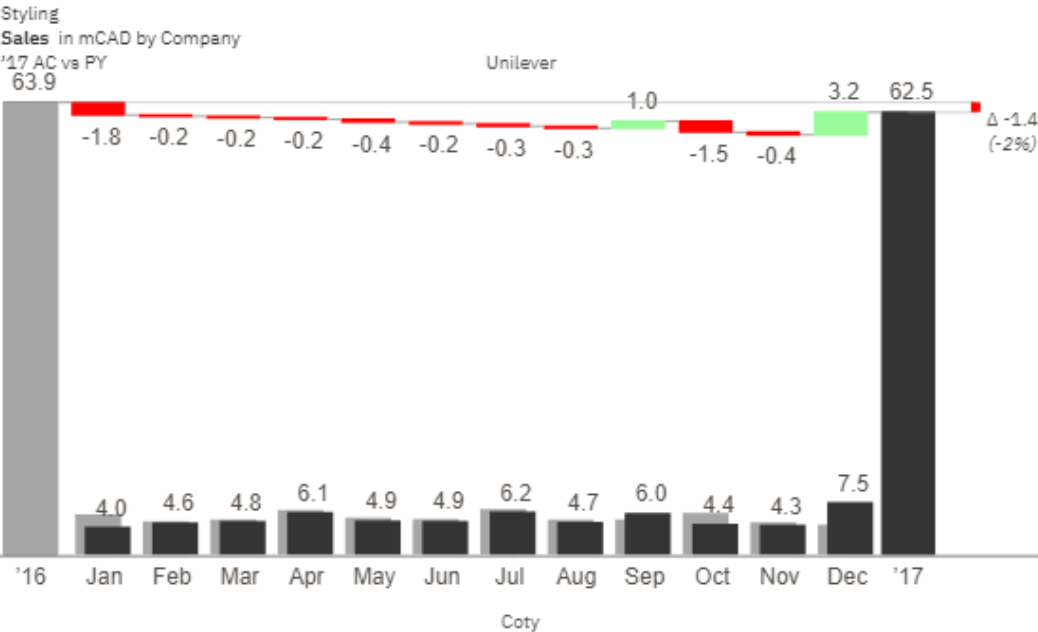
Styling  
Sales in mCAD by Segment like-for-like f  
'15 to '17



When comparing monthly sales figures between 2016 and 2017, there was a slight decrease of about 0.46% overall. December and September saw significant increases, likely due to seasonal trends or special events boosting sales. However, most months showed a drop in sales compared to the previous year, with the extent of the decline varying.



In comparing annual sales from 2016 to 2017, Unilever and L'Oréal saw their sales drop, while Coty and the "Other rank >3" group experienced slight increases. December emerged as a strong month for all involved, likely boosted by holiday shopping. Conversely, January and October proved difficult, with sales notably declining for most of the companies.



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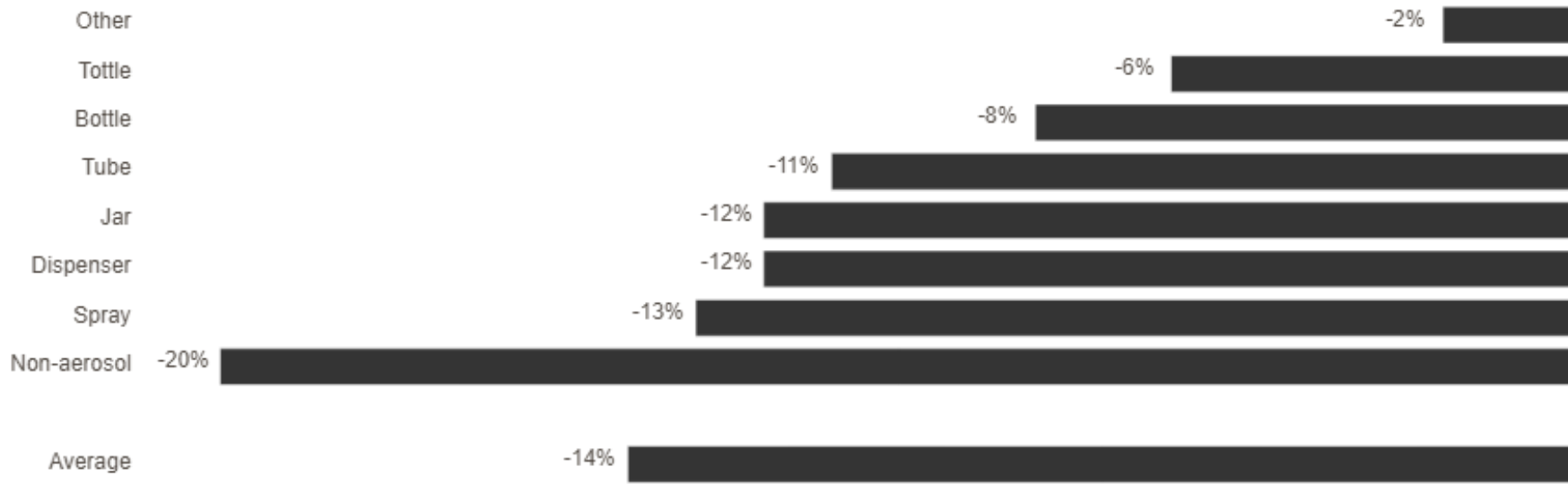
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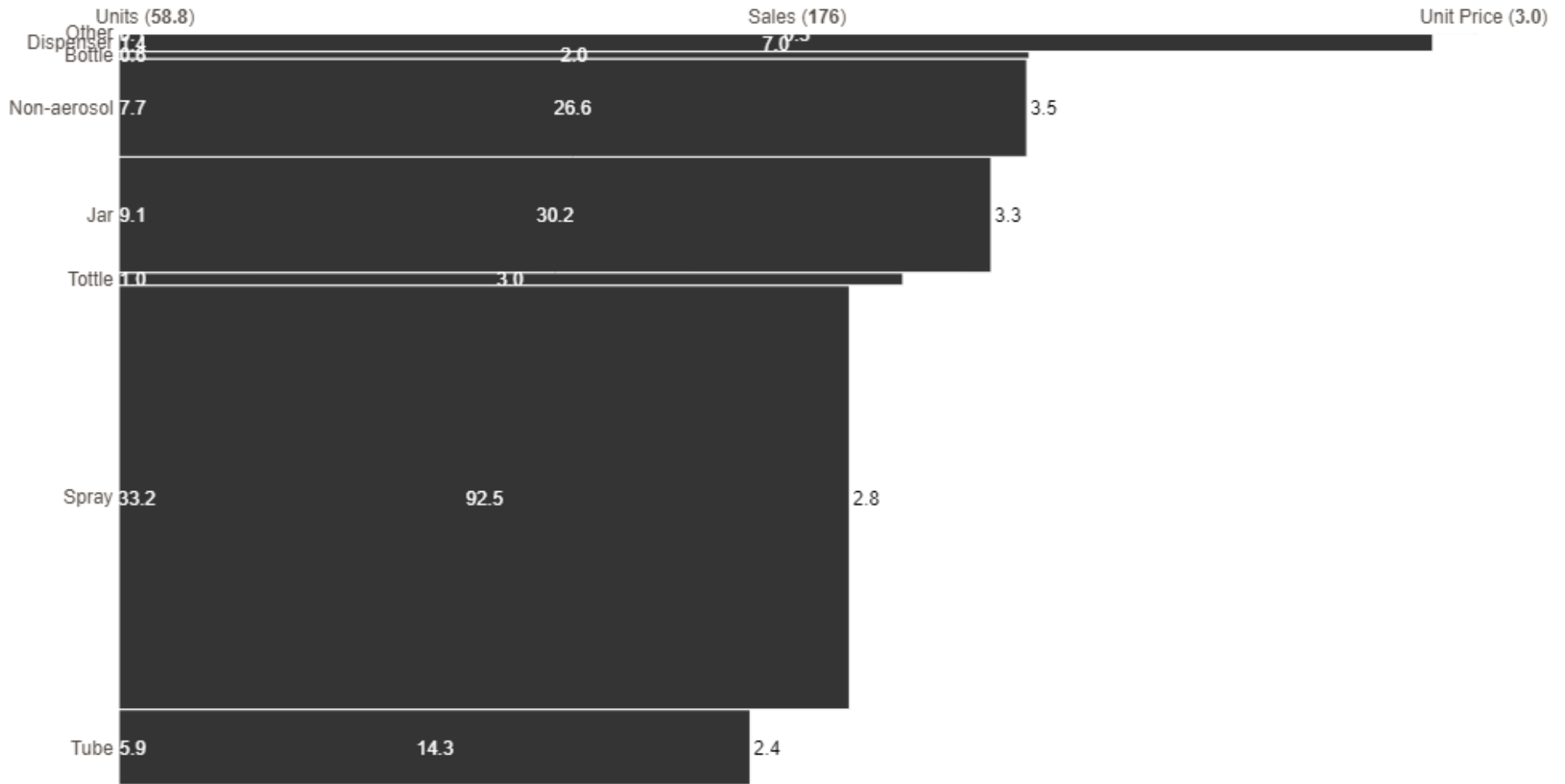
Styling  
Sales Growth Rate in CAD by Pack\_Type  
'17



Styling

Bar length: Unit Price in CAD by Pack\_Type. Bar width: Units in m. Bar area: Sales in mCAD

'17





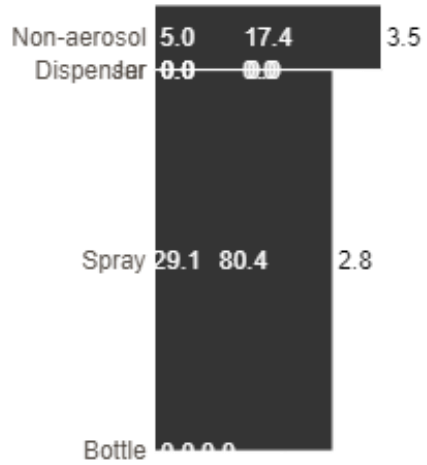
Styling

Bar length: Unit Price in CAD by Form and Pack\_Type. Bar width: Units in m. Bar area: Sales in mCAD

'17

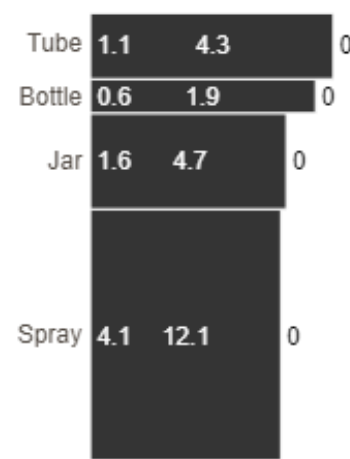
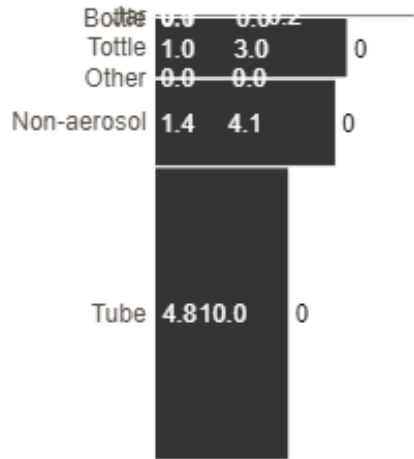
Spray

Wax



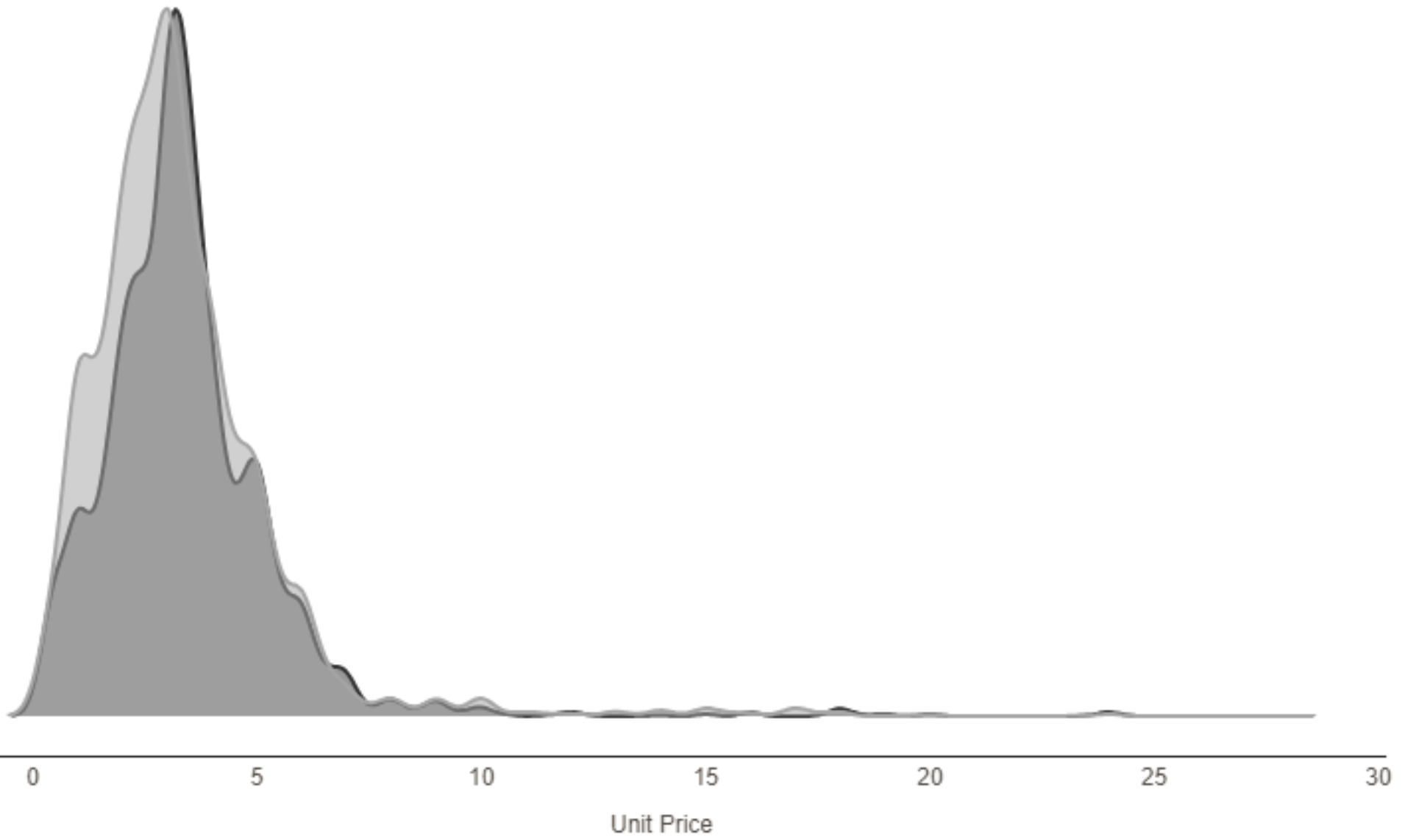
Gel

Other rank >3

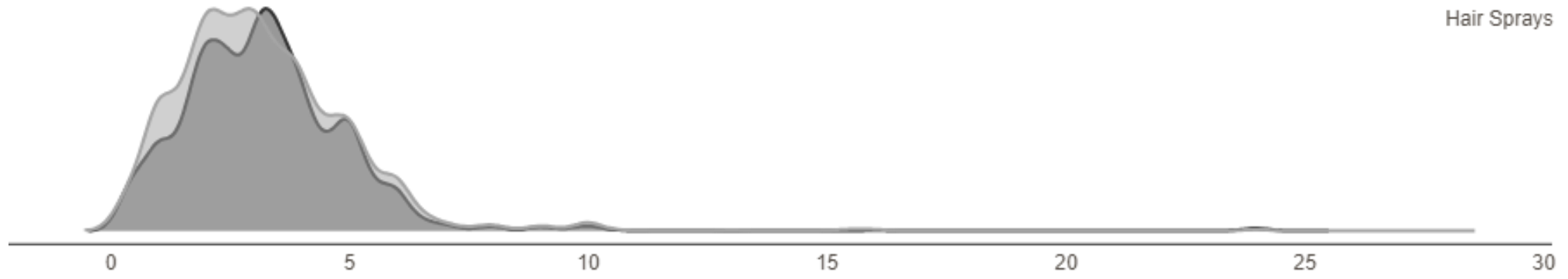


Styling  
Unit Price in CAD, by observation  
'16 vs '17

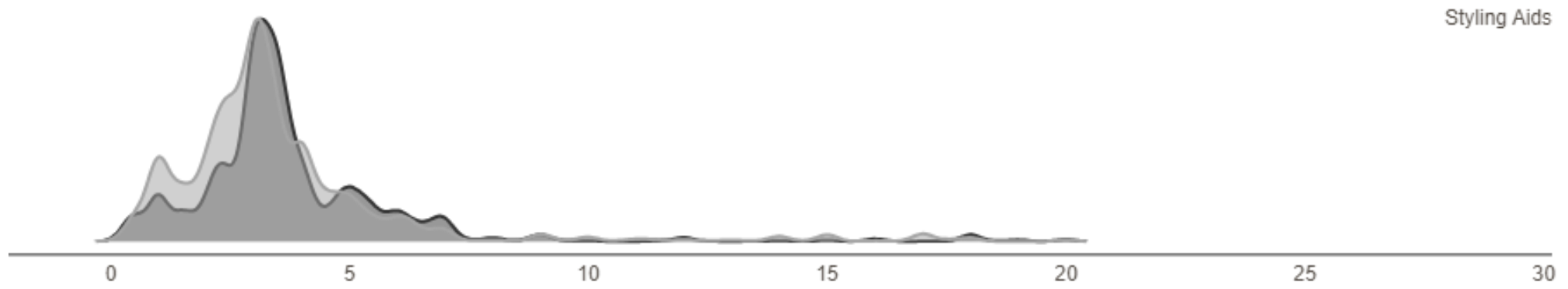
■ '17  
■ '16



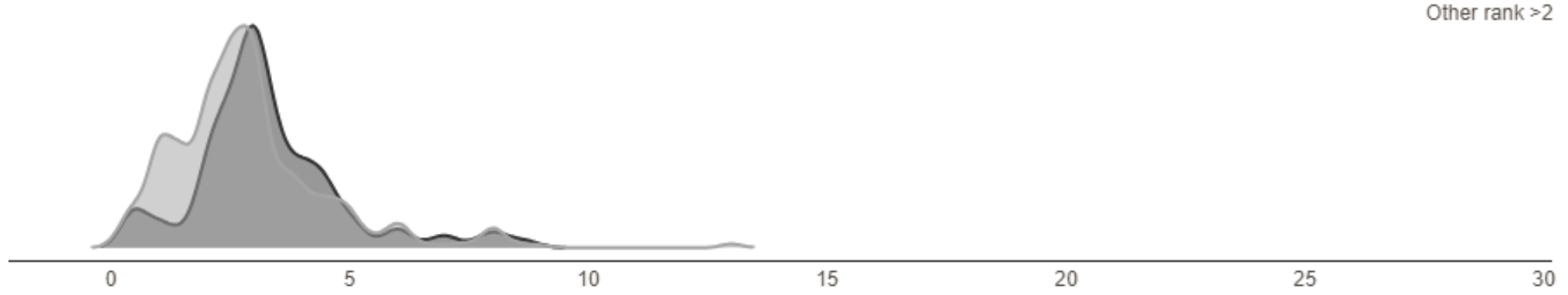
Styling  
Unit Price in CAD, by observation by Segment  
'16 vs '17



Hair Sprays  
■ '17  
■ '16



Styling Aids



Other rank >2

Unit Price