



Mentholatum

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Trish Erasmus Skincare Brand Manager at Mentholatum SA.

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

Kind Regards

Trish Erasmus

Skincare Brand Manager

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DEEP HEAT

Eskamel

DEEP RELIEF
PILLS

DR WILLIAMS'
PINK
PILLS

baby's
OWN

maybe baby
Pregnancy Test

Selsun
blue

SNUG.

OXY

softlips

DEEP FREEZE

DOAN'S
BACKACHE PILLS