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Conducting Study of Claims in the Beauty Segment

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🎯 OBJECTIVE AND SCOPE

The client, A CPG firm, was tracking the new trends and developments of competitor brands in the APAC region. It wanted to understand the various claims and disclaimers put forward by rival products, and sought Benori's support to:

- Identify products with numerical claims, their types, and disclaimers (clinical, PIU, self-assessment) across skincare, make up, and haircare categories
- Identify products based on specific claim requirements

APPROACH

We conducted secondary research to identify claims and disclaimers, utilising company websites, product descriptions, e-commerce platforms, and social media channels to gain insights. To draw out the analysis, we further classified the numerical and skincare claims into specific categories including consumer-perceived efficacy, functional, comparative, and time-based claims.

METHODOLOGY

Secondary Research

Primary Research

Data Modelling

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IMPACT

The research helped the client in:

- Understanding the latest trends, emerging claims and related top brands and products, disclaimer trends, and communication medium

- Identifying relevant trends to align product innovation with early market signals

- Strategising their decision-making processes for product development and brand positioning

SAMPLE OUTPUT

Executive Summary

Executive Summary by Disclaimers
Product claims are very similar around the world

XX
- xx has patented "xx" and uses it across the world
- The product has different names across, all followed by a strong benefit after
  - **xx:** Europe and Americas
  - **xx:** Africa
  - **xx:** Middle East
  - **xx:** Asia

| CLINICAL	PIU	VITRO / LAB	MARKET POSITIONING
Seems like 2 clinicals only - 12 weeks - 34-woman 2018 done in spincontrol Asia, 35 woman for France • Very similar claims from both • More self assessment from clinicals used with numericals • France has a specific test	• Product in use tests are widely used and generate same claims across. These are 4-8 weeks studies with varying sample sizes • Most of "Individual results may vary" disclaimers have the word "visibly" in it indicating it is a perception linked claim except xx • Their lead 10yr claim seems from xx study	In vitro tests used in **Indonesia, Malaysia, Middle East and Brazil** to claim 10X penetration, 10X anti dark spot efficacy, 60X &1000X efficacy as compared to xx	EU **(France, Germany, Spain)** making market positioning claims with Neilson data • No 1 Serum • 1M Woman Both these claims are used in **Kenya** without disclaimer No 1 claim used in Indo without disclaimer
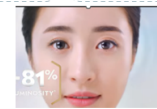
Note: Basis digital claims

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Brands by Numerical Time-Based Claims

Claim Analysis: Time Based Claims
Most of the time-based claims are based 2 functional properties – xx

	24 hours	48 hours	72 hours
Serum	OLAY, mamaearth		mamaearth
Cream	LOTUS, GARNIER, OLAY, Glow & Lovely		L'OREAL, mamaearth
Gel	GARNIER, mamaearth		L'OREAL, St.Botanica
Lotion	Neutrogena	everyuth naturals, NIVEA	

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