Exploring new markets for a global skincare brand

Your client, a global skincare brand, is ready to expand into new and unfamiliar markets. But without a deep understanding of consumer preferences, purchasing behaviours and competitive landscapes, crafting an effective market entry strategy is a challenge. That's where their trusted agency, can shine with the help of Euromonitor International's market research and data analytics.

How our research supports advertising and media agencies:

Euromonitor's data and insights enable agencies to guide their clients toward smarter decisions, shaping campaigns and strategies built on trusted, actionable intelligence.

- **Consumer insights:** Identify target markets with the highest potential using a vast database of behavioural and demographic data. Discover purchasing habits, lifestyle trends and preferences to create marketing strategies and campaigns that resonate with the client's audience.
- **Competitive analysis:** Benchmark clients against top players and emerging competitors in the skincare sector. Euromonitor's research into market share, pricing strategies and product positioning help agencies identify market gaps and opportunities for differentiation.
- **Market trends:** Stay ahead by analysing emerging trends like clean beauty, sustainable packaging and natural ingredient demand. Use these insights to align the client's messaging, creative and product offerings with evolving consumer values.

With Euromonitor's research and data analytics, advertising and media agencies can help clients minimise risks, uncover untapped opportunities and design tailored strategies for each unique market. Euromonitor's insights enable campaign deliveries and media plans that address and media plans that address local consumer needs, stand out from the competition and build a strong market presence.

Key features:

- **Consumer data:** Up-to-date demographics and spending habits to refine targeting strategies.
- **Industry reports:** Comprehensive insights into competitive landscapes and trends to inform creative and media plans.
- **Lifestyles reports:** Explore consumer behaviours, attitudes and opinions and identify and quantify megatrends.
- **Forecasting tools:** Advanced tools to predict market performance and guide long-term strategies.
- **Interactive dashboards:** Visualise data to present insights effectively to your client.