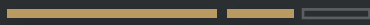


# OPPORTUNITY SCOPING



# THE CLIENT PROBLEM

Our client, a leader in the **hair-care category** observed that “**rinse off conditioners**” has evolved significantly. Consumer needs had changed and the growth of emerging brands had made the **category competitive and saturated**. Our client, a major player in the category, wanted to shift focus from the **saturated segments of the category** and identify opportunity areas for **incremental growth**.

# THE AQ SOLUTION

Our analysis was divided into four stages.



## WHAT WERE THE EMERGING BRANDS DOING DIFFERENTLY?

We identified the platforms, price tiers and trends that emerging brands were playing in.



## WHAT WERE THE EMERGING TRENDS IN THE CATEGORY?

We identified key category trends through extensive secondary research.



## WHAT WERE THE UNMET CONSUMERS NEEDS?

We identified the top unmet needs by integrating and analyzing our client's habits and experiences and benefit platforms data.



## WHAT WERE THE MOST SCALABLE, DISRUPTIVE AND FUTURISTIC OPPORTUNITIES?

We identified the top opportunity areas with our client team, and then prioritized the ones which were the most scalable, disruptive and futuristic.

# THE CLIENT BENEFIT

Our analysis threw up some interesting insights. Emerging brands were saturating the “naturals” space with natural oils and plant based ingredients. Though our client was already catering to most of the consumer benefit platforms there was one platform which had been missed and this was emerging, disruptive and futuristic. The insights from our analysis was used to launch a new ROC brand which helped our client gain incremental growth. We also identified price segments where our client wasn't present to be used to add a differentiating dimension to the launch.



**Thank You For Your Interest.**

For any queries, get in touch with us.

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