

# ANAFORTEN

Your Hair Buddy / Mate



# Market Analysis



Global Hair Care products Market is expected to grow with about 5.6 % CAGR During 2021-2028 to reach 112.97 Billion USD

Egyptian Hair Care Products Market is expected to grow with about 3.47 % During 2019-2025

Recently, Egyptian women demand switched to natural Hair Care Products with premium Quality.

# Shampoo



Shampoo Market had CAGR about 15.05% Between 2015-2020 to reach 698 EGP Million

15.99 %

CAGR for Adults Shampoo

12.78 %

CAGR for Kids Shampoo

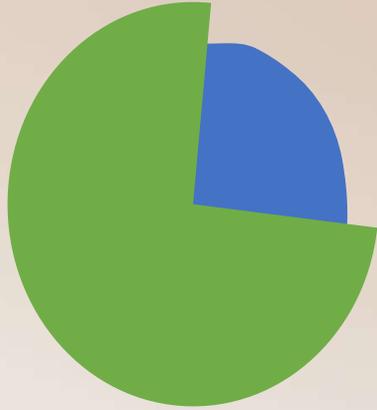
14.21 %

Antidandruff

69.21 %

2 in 1 Shampoo

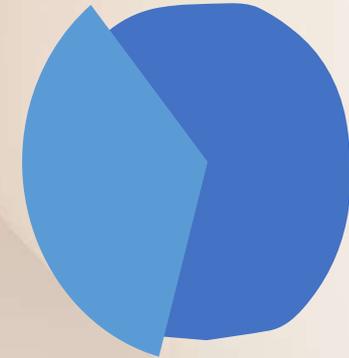
# Conditioner



Globally, The hair conditioner market size was **valued at \$8,467.1 million in 2019**, and is estimated to reach \$10,472 million by 2027, registering a CAGR of **4.2%** from 2021 to 2027



Conditioner market in Egypt registered (CAGR) of 23.86% during the period 2014 to 2019 with a sales value of **EGP 197.44** Million in 2019, an increase of **23.12%** over 2018. position representing 10.73% of the market's 2019 share



The fastest growing segment of the Conditioner market in Egypt between the year 2014 and 2019 was Traditional Conditioner which registered a CAGR of **25.44%**. The weakest performing segment of the market was Intensive Conditioner with a CAGR of **15.26%**.

# Mask



Globally, The Hair Mask market size is expected to growth from USD 189 million in 2020 to **USD 273 million by 2027**; it is expected to grow at a CAGR of 5.5% during 2021-2027.



Mask market in Egypt registered (CAGR) **5.0%** for the forecast period of 2020 to 2027.

# Serum



Globally, The hair serum market size was valued at **\$850.7 million in 2018** and is expected to reach \$1,612.9 million by 2026, registering a CAGR of 8.4% from 2019 to 2026.



Top 5 players in Egypt Market

1

Marico L.T.D

2

P & G

3

L'Oreal

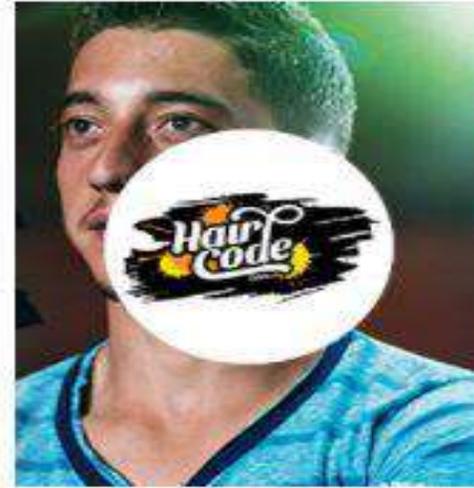
4

Dabur

5

Henkel

# Marico L.T.D



# P & G

## Beauty Care



Head & Shoulders

Hair Care



Herbal Essences

Hair Care



Pantene

Hair Care

# L'Oreal

Brands in L'Oréal's professional products division include **Pureology, L'Oréal Professionnel, Redken, Kérastase, Matrix, Mizani, Decléor, Shu Uemura and Biolage.**

# Dabur



# Henkel

## Our Top Brands

---



Schwarzkopf

[More info >](#)



Dial

[More info >](#)

[www.dialsoap.com >](http://www.dialsoap.com)

syoss

Syoss

[More info >](#)

[www.syoss.net >](http://www.syoss.net)



More brands from our  
Beauty Care business

[Learn more >](#)

# Situational Analysis



# Situational Analysis

- Anaforten launched at May 2019.
  - 2020: Corona Disaster.
- Anaforten serum and mask newly launched during October.
- Field force is 5 managers and 17 medical reps.



Anaforthen  
Lotion

150  
L.E

Anaforthen  
Shampoo

90 L.E

Anaforthen  
Anti-Dandruff  
Shampoo

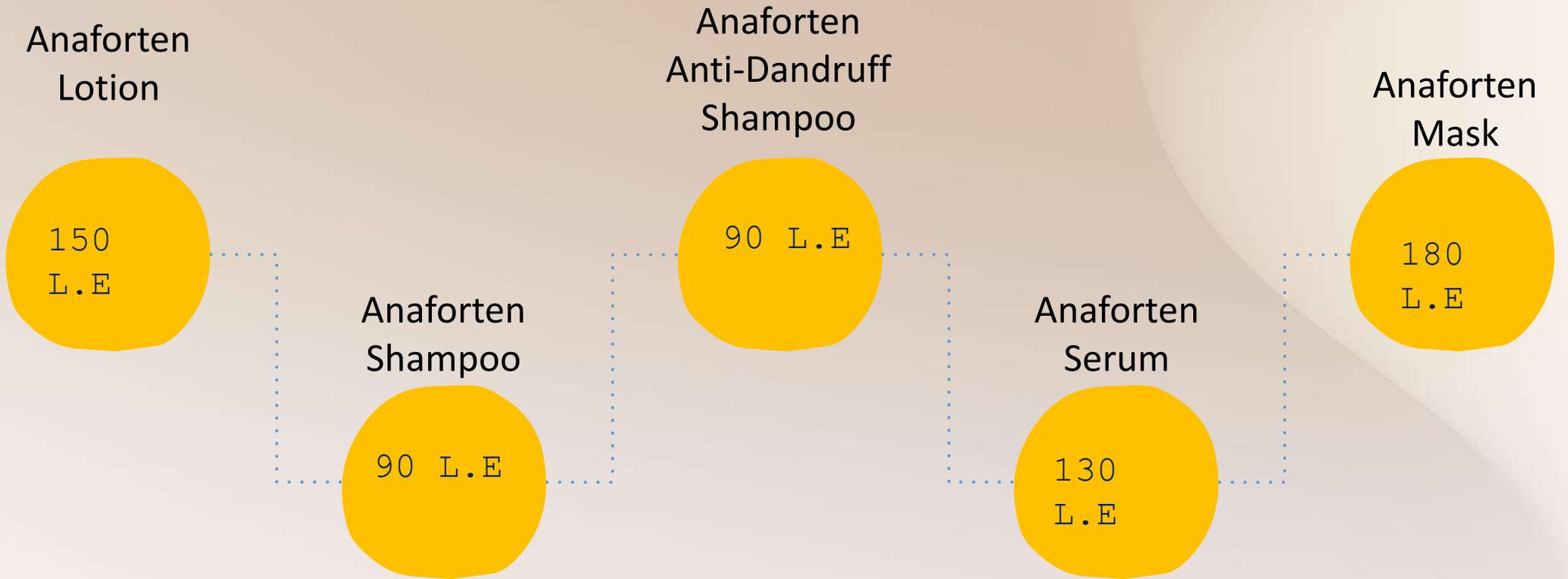
90 L.E

Anaforthen  
Serum

130  
L.E

Anaforthen  
Mask

180  
L.E



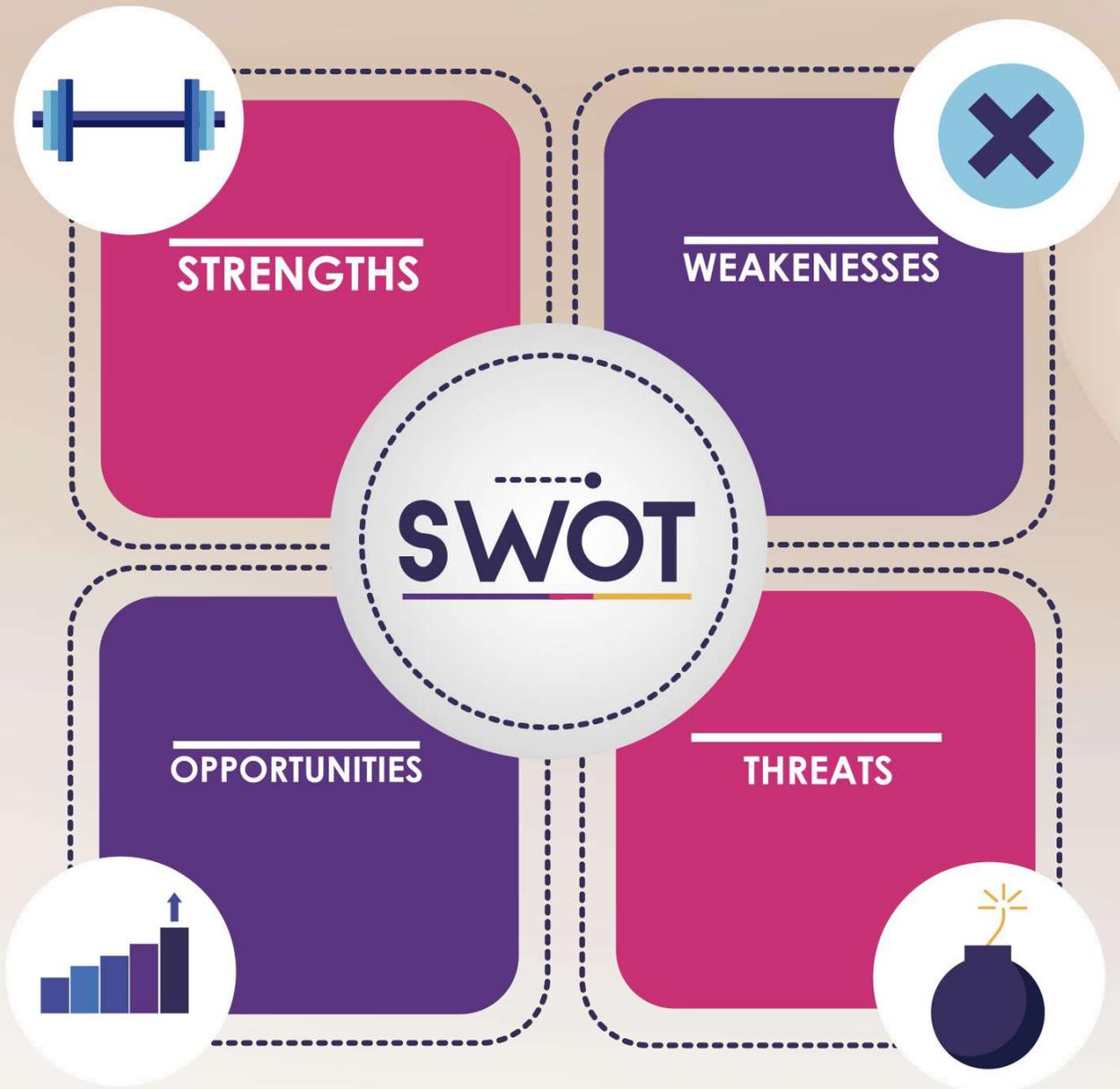
- Anaforten lotion monthly sales is 1000 unit from 3000 unit target **about 33 %** .
- Anaforten shampoo monthly sales is 600 unit from 1500 unit target **about 40 %**.
- Anaforten anti-dandruff shampoo monthly sales is 400 unit from 1500 target **about 26.7 %**.
- Anaforten serum monthly target is 1000 unit.
- Anaforten Mask monthly target is 1000 unit.



# Conclusion

- Product with Premium Quality & Average Price.
- Achievement not exceeded 40 %.
- Field force number not enough.
- Field Force Converge is low.
- Some thing wrong with team or message.







- *Premium Quality Products*
- *Strong Active Ingredients*
- *High Efficacy*
- *High Quality product.*
- *Economic price regarding to other competitors in the market.*



- *3 products lunched before Corona & 2 launched from a month*
- *The presence of other products used for same indication.*



- *The Market Gap. Between quality and price.*
- *The growing of women awareness.*



- *The presence of many Competitors with high Budget and Very well strong Launched Companies*



**Plan**



# Segmentation

## Dermatologists

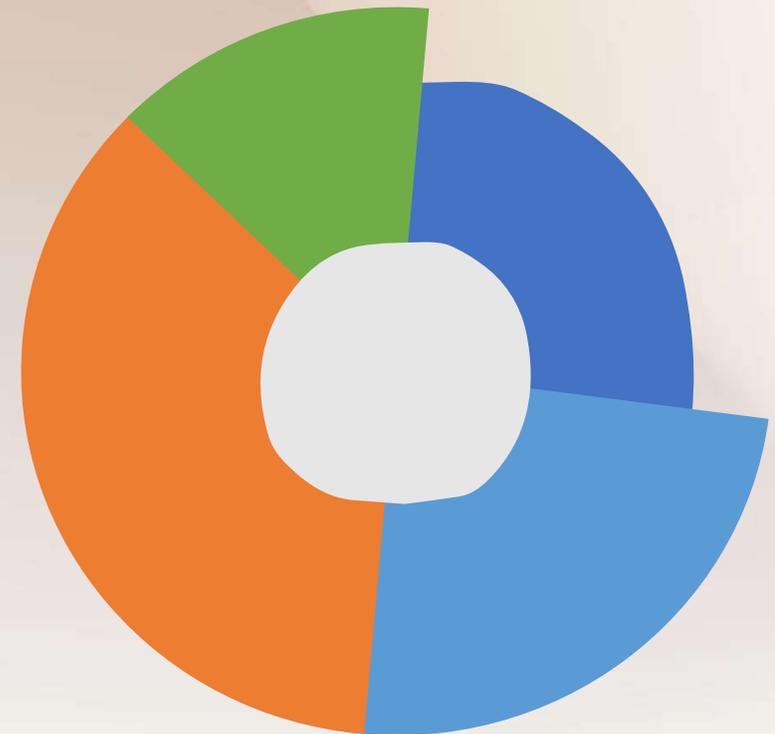
- A- , B+, B & B-

## Pharmacies

- Chains & street Pharmacies

## End User

- Facebook
- Instagram
- Linked In



# Targeting



A. Target Customers	B. Target Indications New Recommendation	B. Target Indications – New Formula	C. Target Competitors
1. Dermatologists	Damaged and Brittle Hair	Leave in Conditioner	Hair Products With same indication
2. Beauty Centers & Salons	Grey Hair	Rinse off Conditioner	
3. Direct Sales “ End User	Baby Hair	Detangling Spray “ Specially in Kids”	
	Curly Hair		

# Positioning





# Forecast

<b>Product</b>	<b>Anti- hair Loss Shampoo</b>	<b>Anti-Dandruff Shampoo</b>	<b>Lotion</b>	<b>Serum</b>	<b>Mask</b>	<b>Total</b>
Price	90	90	150	130	180	
2021/ Units	1500	1500	1500	1000	1000	
2022 / Units/Month	2000	2000	1300	1300	1300	7900
2022 / Units/Year	24000	24000	15600	15600	15600	94800
2022 / EGP/Month	180000	180000	195000	169000	234000	958000
2022 / EGP/Year	2160000	2160000	2340000	2028000	2808000	11496000
2023 / Units/Month	3000	3000	2000	2000	2000	12000
2023 / Units/Year	36000	36000	24000	24000	24000	144000
2023 / EGP/Month	270000	270000	300000	260000	360000	1460000
2023 / EGP/Year	3240000	3240000	3600000	3120000	4320000	17520000

# 2022 year budget

Anaforten brand	<b>11,496,000 LE</b>
Budget %	15%
Budget (value)	2,628,000 LE

# Budget breakdown (Activities)

Launching activities	P. materials	Giveaways "brand reminder"	RTD	Conferences	Social Media	stand alone	KOLs Sponsorship
15%	10%	10%	10%	10%	15%	20%	10%
394,200	262,800	262,800	262,800	262,800	394,200	525,600	262,800

# Budget breakdown (Quarters)

Total Budget	Q1	Q2	Q3	Q4
2,628,000	35%	25%	25%	15%
	919,800	657,000	657,000	394,200

# Tactical Operational Plan (T.O.P)



## A. A.M. Tactical Plan

Hospitals  
Derma Centers

## B. P.M. Tactical Plan

Dermatologists  
Private Clinics  
Derma Centers

## Tactics

(2) main launching events.  
(1) Internal stand-alone.  
(6) RTD / D.M. / Q.  
Each Med. Rep. should  
select 2 or 3 doctors  
(Top list) for which  
a valuable gifts will  
be given.

# Promotional Mix



## 1. Printed materials

1. Flyers & Brochures.
2. Note A5.
3. Note A6.
4. Pens.
5. New Year Box  
“ Stationary”

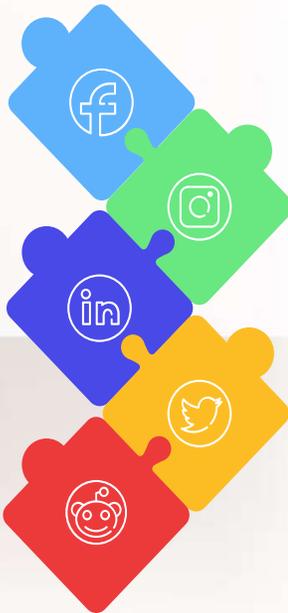
## 2. Branded Giveaways

1. Flash Memory.
2. Power Bank.
3. Mugs.
4. Thermal Mugs.
5. Plastic Bottles.
6. Thermal Bottles.
7. Office Set



# SOCIAL MEDIA

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Instagram, and Twitter, with LinkedIn and YouTube not far behind.



# Channels



- 1. Linked In.
- 2. Facebook
- 3. Instagram

# Target



- 1. Branding.
- 2. Engagement.
- 3. Online Sales.

## Linked In Strategy



1. 2 Posts per week.
2. 30 % of posts about products.
3. 70 % about company & Activities “ Conferences, promotions, Best Achievers, ... “, National & International Days and Activities.
4. Posts in English.
5. Post all Job opportunities.
6. All Company Members add “work in”

# Facebook Strategy

1. 2-3 Posts per week.
2. 50 % of posts about products.
3. 50 % about company & Activities “ Conferences, Promotions, Best Achievers, ... “, National & International Days and Activities.
4. Posts in Arabic & English.
5. Competitors Analysis.
6. Campaigns (Branding – Selling).



# Instagram Strategy



1. 2-3 Posts per week.
2. 50 % of posts about products.
3. 50 % about company & Activities “ Conferences, promotions, Best Achievers, ... “, National & International Days and Activities.
4. Posts in Arabic & English, Photo & Few words.

From marketing point of view describe your favorite hair product in the Egyptian market?

## Tresemme



# Why?

1. Available in many Indication.
2. Very Good price regarding Quality.
3. Available in Many Store.
4. Effective in major hair types.
5. Attractive Package.



Any Questions?



THANK  
YOU