



Market Entry & Expansion

For companies entering new markets, launching new regions, or testing new categories.



Company : American Standard / LIXIL

Industry : Building Material

Marketing Case type : Market Entry & Expansion

Business Challenges

American Standard faced declining relevance in the market, where retailers had lost confidence while consumers perceived the brand as outdated. Profitability was under pressure, and the brand was no longer in market consideration.

Business Objectives

The company set out to turn around the business by rebuilding retailer and consumer trust, regaining market relevance, and becoming a strong contender in the sanitaryware category. Beyond brand recovery, the core objective was to restore commercial performance and achieve sustainable profitability.

CMO+ Approach / Marketing Goals

Reposition American Standard as a modern, desirable brand in the eyes of both retailers and consumers.

Services Delivered

Product Portfolio Revamp, Channel & Trade Engagement, Brand & Communication Refresh, After-Sales & Service Improvement.