



Market Entry & Expansion

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



Company : Garnier Natea

Industry : Personal Care

Marketing Case type : Market Entry & Expansion

Bussiness Challenges

Hair color category was underpenetrated (14%) and fear of damaging the hair was the key barrier.

Bussiness Objectives

To grow category as L'Oreal was the market leader but stagnant growth.

CMO+ Approach / Marketing Goals

Introduce safer hair color product under Garnier brand that target mass market to increase penetration.

Services Delivered

Launch Garnier Natea as hair color that colors while nourishes hair with integrated campaign.