Case Study: Nivea

Nivea is a leading brand and it uses market research effectively to explore key target market segments, identifying specific groups of people with the same or similar characteristics. The organisation conducts its market research through focus groups, data collection through research and product testing across multiple markets. They then used this data to make their products more effective and a set of improvements was made to their existing products including; the alteration of the product formula such as the removal of alcohol and inclusion of more natural ingredients such as sea salts and minerals, the launch of two new products and the development of new packaging. All of these factors helped Nivea to strengthen their product offering and to more effectively meet the needs of the market.

Case Study Nivea

Nivea launched a brand specifically targeted at male customers in their NIVEA for Men range. Although the product was for men, the campaign needed to be also targeted at women who would purchase the range of NIVEA products for their partners or helping them to choose which products to purchase. Nivea for Men carried out an in depth SWOT analysis to help explore the market in more detail.

Strengths

Strong brand recognition in the marketplace

A great financial foundation on which to build their brand

Staff who had the relevant skills to develop suitable products and marketing staff to promote the product

Weaknesses

Nivea had to determine whether the product was relevant

Did it have the right avenues to drive sales and distribute the product

Up to date market research

Opportunities

The brand had seen a significant increase in the sale of male skincare products

Take advantage of changing social attitudes

Threats

Consumer knowledge and price options

Competitor activity