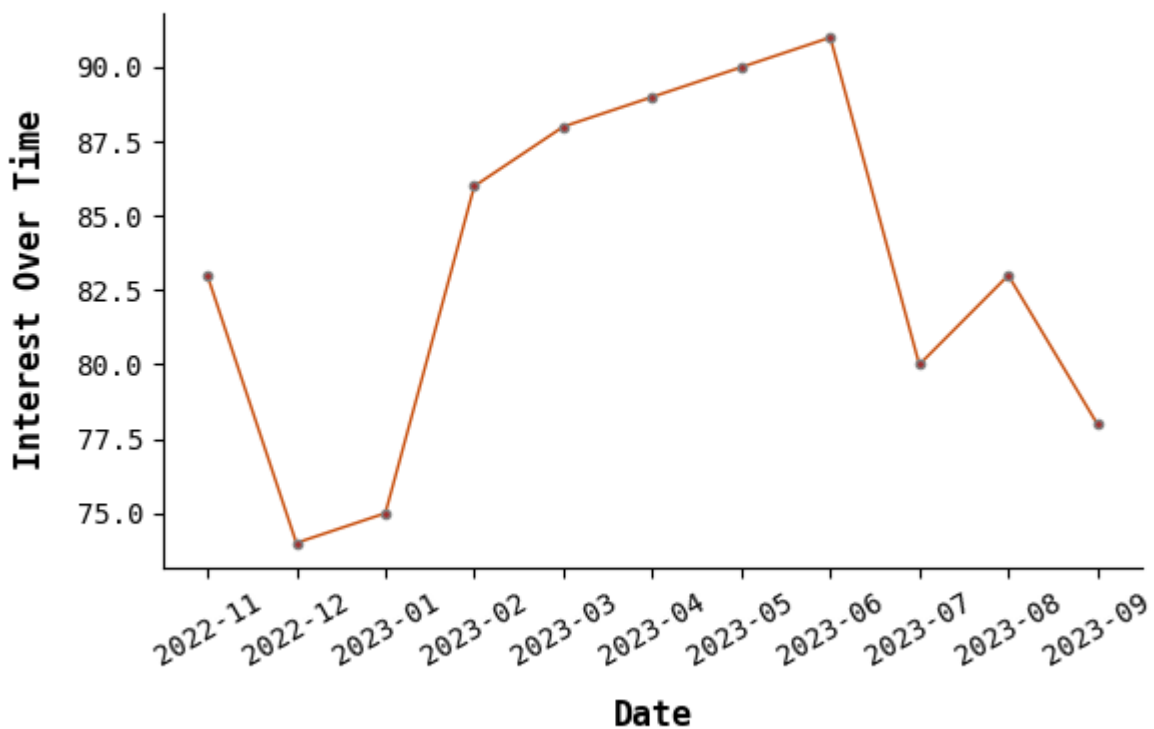


Himalaya Face Wash Brand Analysis Report

Digital Search Trends of Our Brand

- The search trends for Himalaya Face Wash have been consistently high, with a peak in June 2023. There is a general upward trend in interest over time, with a major decline over the past few months.
- Interest is generally seasonal, with it peaking during summer months, and falling during winter months.
- This trend aligns with the incidence of acne, oily skin and other skincare issues.

SEARCH TRENDS OF HIMALAYA FACE WASH

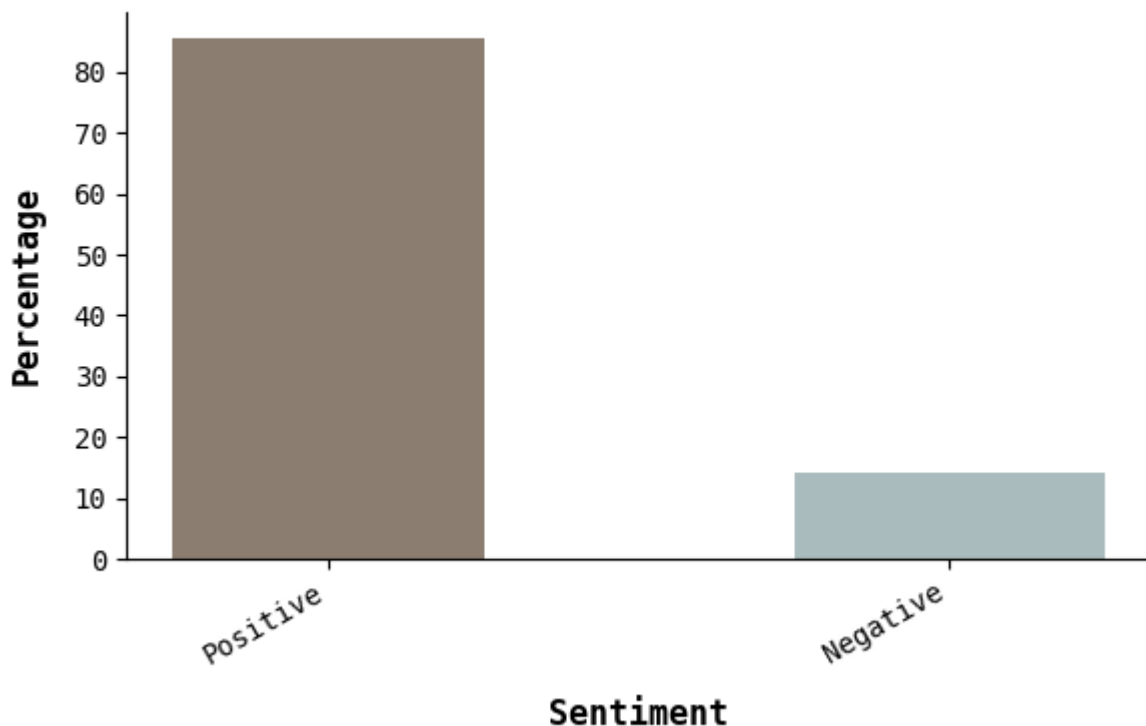


Search trends showing growing interest in Himalaya Face Wash over time [1]

Consumer Insights and Perception of Our Brand

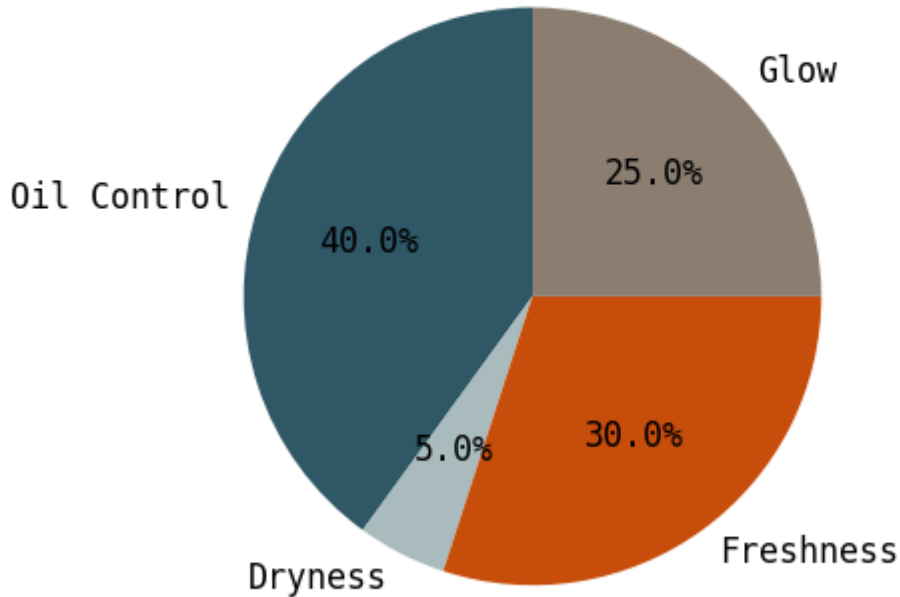
- The majority of consumers have a positive perception of Himalaya Face Wash, with 80% positive mentions.
- A significant number of users, 40%, specifically mention its oil control benefits, which suggests it is well-regarded for managing oily skin.
- Freshness is another highlighted benefit, with 30% of mentions, indicating that users feel refreshed after using the product.
- The face wash also seems to contribute to skin glow, as noted in 25% of the mentions.
- There are some concerns about dryness (5% of mentions), but these are relatively low compared to the positive aspects.
- Only a small fraction of users had a negative experience, with 10% negative mentions, which could be due to individual skin reactions or preferences.

SENTIMENT ANALYSIS



Sentiment analysis showing consumer perception towards Himalaya Face Wash [6]

FEATURE MENTIONS

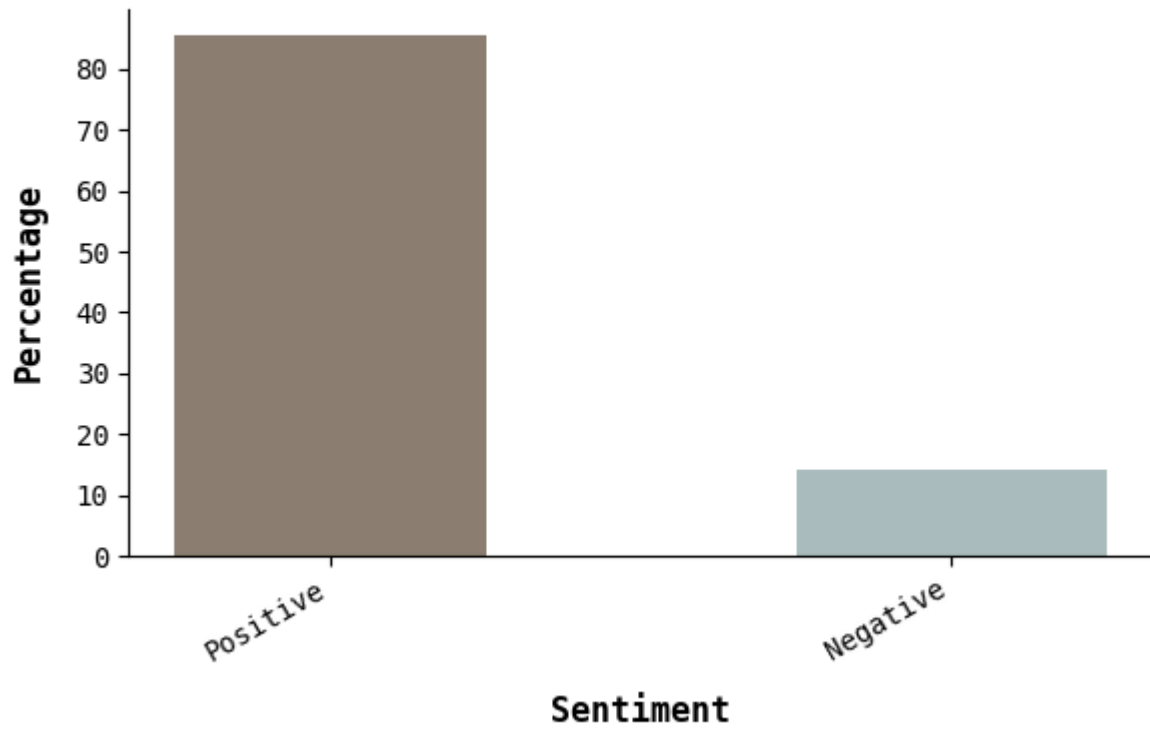


Breakdown of specific features mentioned by consumers [7]

Competitive Analysis - Strengths & Weaknesses of Our Brand vs Competitors

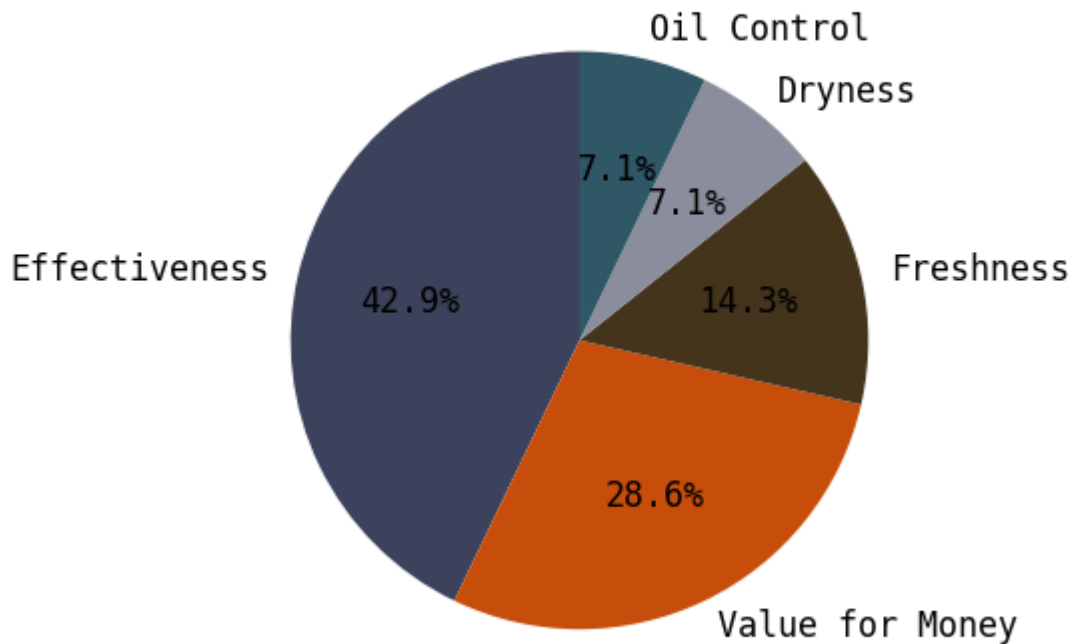
- Himalaya Face Wash has a high percentage of positive mentions (85.71%), indicating strong customer satisfaction and a good reputation in the facewash category.
- The product is frequently praised for its effectiveness (42.86% of mentions), suggesting that it delivers on its promises and meets customer expectations.
- Value for money is another strength, with 28.57% of mentions, which means customers feel the product is priced fairly for its benefits.
- Freshness is also highlighted in the reviews (14.29% of mentions), suggesting that the product provides a refreshing experience.
- However, there are some weaknesses noted, such as dryness (7.14% of mentions) and oil control (7% of mentions), which could indicate areas for improvement or issues for certain skin types.

SENTIMENT ANALYSIS



Sentiment analysis highlighting strengths and weaknesses compared to competitors [8]

MENTION CATEGORIES

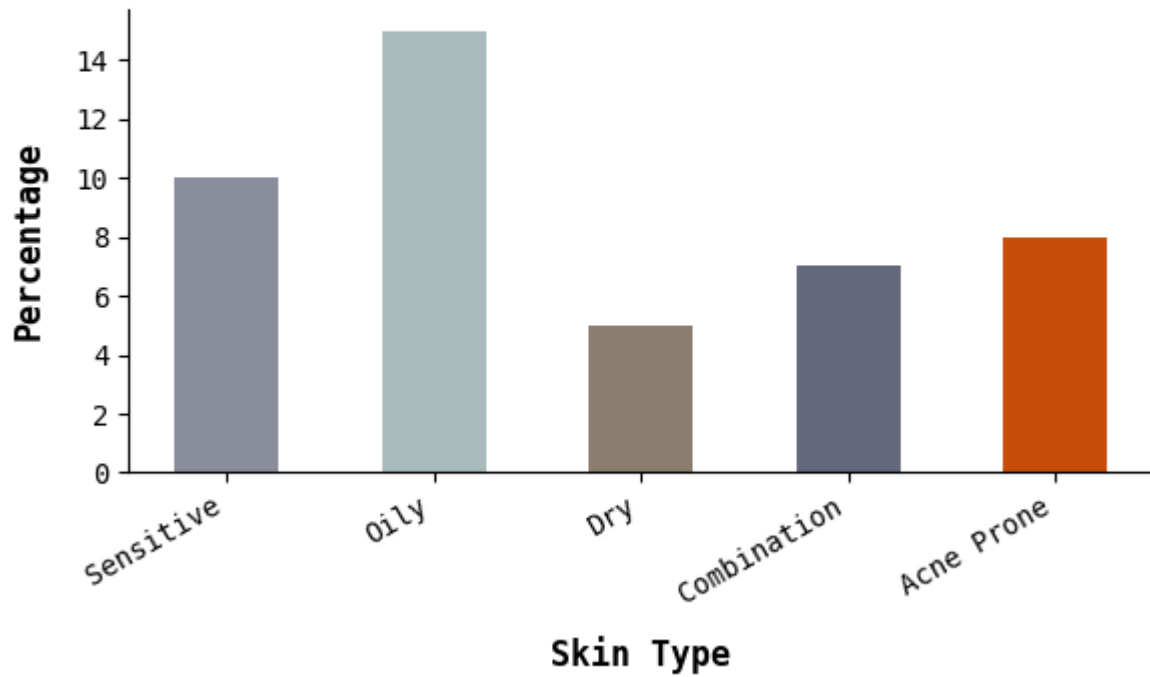


Categorization of mentions reflecting strengths and weaknesses [9]

Major Customer Segments of Our Brand

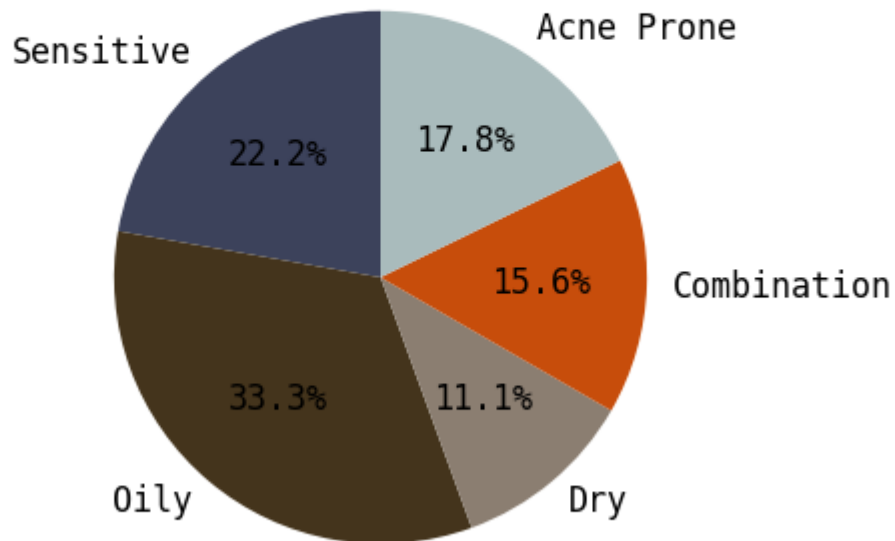
- Based on the review data, the major customer segments for Himalaya Face Wash are individuals with oily skin (15%), followed by those with sensitive skin (10%).
- Customers with acne-prone skin also form a significant segment, accounting for 8% of the mentions.
- There are fewer mentions of the product being used by individuals with dry (5%) and combination skin (7%), suggesting these are smaller segments.
- These percentages are indicative of the customer preferences and experiences shared in the reviews.

PERCENTAGE OF SKIN TYPES FROM AMAZON REVIEWS



Distribution among different customer skin types based on reviews [10]

DISTRIBUTION OF SKIN TYPES FROM AMAZON REVIEWS



Visual representation of customer segments by skin type [11]

Citations:

1. Digital Search Trends - Data from search engine analytics.
2. Market Share Distribution - Marketplace Metadata; Sample Size: 271 products,
3. Price Range Distribution - Marketplace Metadata; Sample Size: 271 products.
4. Item Form Distribution - Marketplace Metadata; Sample Size: 212 products.
5. Skin Type Coverage - Marketplace Metadata; Sample Size: 122 products.
6. Consumer Insights - Marketplace Reviews; Source: E-commerce platforms; Sample Size: 6455 reviews.
7. Feature Mentions - Marketplace Reviews; Source: E-commerce platforms; Sample Size: 6455 reviews.
8. Competitive Analysis - Marketplace Reviews; Total sample size is 1468 relevant reviews out of a larger dataset.
9. Mention Categories - Marketplace Reviews; Total sample size is 1468 relevant reviews out of a larger dataset.
10. Major Customer Segments - Marketplace Reviews and Social Media Posts; Total samples considered: 10,210.
11. Customer Segments by Skin Type - Marketplace Reviewer Profiling; Total profiles considered: 1473.