

Sunsilk

Parent Company

Unilever

Category

Personal Care – Hair Care

Sector

FMCG

Tagline/ Slogan

For Expert – Touched Hair; Life Can't Wait; All you need is Sunsilks

USP

Sunsilk is a p

opular hair care brand having product for all

**Sunsilk STP**

**Segment**

Personal Hair Care Shampoo available in multiple variants

**Target Group**

Girls in the age group of 20's

**Positioning**

The Sunsilk hair care range provides a complete hair care solution and functions as a 3-step combinati

**Sunsilk SWOT Analysis**

**Strengths**

1.	Sunsilk was l
2.	Sunsilk is a
3. Number 1 in Asia, Latin America and the Middle East,	with sales of more than €1 billion a year
4. The brand is strongest in Asia, Latin America and the Middle East and is the number one hair care b	
5. Madonna, Shakira, Marilyn Monroe, Priyanka Chopra e	Sunsilk brand ambassadors of

6. Excellent distribution of Unilever means good availability of the brand at supermarkets, stores etc

## Weaknesses

1. Competition intense in the hair care segment means limited market share of

2. High brand switching because of many options available in the market

## Opportunities

1. Improve their community for Indian girls through online campaigns

2. Sunsilk Co-Creations – Partnering with 7 of the world's best hair experts for new and improved prod

3. Tie-up with hotels, fashion institutes etc

## Threats

1. Multiple competitors with similar offerings and lower price range

2. Not prevalent in the rural markets

3. Competition from in-house brands like Clear, Clinic Plus, Sensiblon, Sensiblonise

**Competition**

**Competitors**

1. Pantene

2. L'Oréal

3. Head and Shoulders

4. Fiamma Di Wills

5. TRESemmé

6. Dove

7. Garnier

