

**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 **Sunsilk**

**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 combination

### **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 et	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, Sensibla
---

<b>Competition</b>
--------------------

<b>Competitors</b>
--------------------

1. Pantene
------------

2. L'Oréal
------------

3. Head and Shoulders
-----------------------

4. Fama Di Wills
------------------

5. TRESemmé
-------------

6. Dove
---------

7. Garnier
------------

