

Vaseline

Parent Company

Unilever

Category

FMCG

Sector

Personal Care – Skin Care

Tagline/ Slogan

Keeping skin amazing since 1870

USP

Vaseline develops products to keep the skin amazing

**Vaseline STP**

**Segment**

Personal Skin Care products

**Target Group**

Middle class all age groups for skin care

**Positioning**

Nobody knows skin –and how to keep it at its healthy best –better than Vaseline.

**Vaseline SWOT Analysis**

**Strengths**

1. Vaseline products available in over 60 countries for over 130 years
2. Vaseline Petroleum Jelly is one of the most widely used products to fight dry skin
3. Strong brand recognition and high market share
4. High Versatility of the product and good R&D
5. Product range include plain petroleum jelly and a selection of skin creams, soaps, lotions, cleansers

6. Good presence of Vaseline products at stores, supermarkets etc because of extensive distribution

7. Strong advertising on the brand and its products

### Weaknesses

1. Severe competition in the skin care and cream segment
2. The drawback of a popular Vaseline 'brandname' is other or fake products sell under its name

### Opportunities

1. Popularize Vaseline Sheer Infusion contains patented Stratys-3 technology and is the new body lotion
2. Vaseline Intensive Rescue is the latest innovation for dry and very dry skin from Vaseline
3. No significant direct competitive petroleum jelly products that effect Vaseline Petroleum Jelly market

### Threats

1. Lack of consumer advertising as Vaseline focuses more on trade promotion
2. Specific Use Products (like baby care or sun burn cream) can compete against the versatility of the
3. Direct competition in the petroleum jelly market from other brands like Johnson & Johnson

**Competition**

**Competitors**

1. Nivea

2. Ponds

3. Olay

4. Johnson & Johnson

5. L'Oréal

6. Lakme

7. Dove