

Pantene

Parent Company

Procter and Gamble

Category

Personal Care brands- Hair care

Sector

FMCG

Tagline/ Slogan

For hair so healthy it shines; Let yourself shine

USP

Pantene

Last Updated Saturday, 11 November 2023 12:52

Pantene is one of the best shampoos with many variants

Pantene STP

Segment

People looking for haircare

Target Group

Women who are concerned about the beauty and health of hair and are ready to spend for it

Positioning

Pantene takes care of different types of hair and is satisfies basic needs of hair care

Pantene SWOT Analysis

Strengths

1. Pantene is a billion-dollar leading brand for P&G

2. Strong advertising campaigns & innovative promotion strategies have enabled Pantene to have a strong

3. It has one of the largest share of business in industry

4. Pantene has a recognizable brand image and strong brand equity

5. Pantene has an extensive product line that meets consumer needs and answers trend

6. The products are strongly preferred among other competitors

7. Excellent distribution channel of Pantene enables it to reach out to millions of customers

8. The brand is present in more than 90 countries worldwide

9. Pantene brand has also take several CSR initiatives to help the society using its reach & financial strength

Weaknesses

1. Limited brand loyalty due to high brand switching

2. Immense competition in the segment means limited market share growth for Pantene

Opportunities

1. Product extensions of Pantene focusing on segmentation of consumer needs
2. Consistency in product use for daily cleanliness can boost Pantene's business
3. Untapped target markets that have loyalty traits and growing populations
4. Advertising money allotted by P&G would continue to increase
5. Innovative marketing techniques through events and sponsorships can boost the sales of Pantene

Threats

1. Newcomer salon brands creating products for retail stores can be a challenge
2. Low switching cost to other brands can affect Pantene's business
3. Salon-purchased products take away from minority market share
4. Flooding of market with new products and competitor innovation and technology

Competition

Competitors

1. L'Oréal

2. Sunsilk

3. Head and Shoulders

4. Fiama Di Wills

5. TRESemmé

6. Dove

7. Garnier