Lux

Parent Company

HUL (Unilever)

Category

Personal Health Care - Soaps

Sector

FMCG

Tagline/ Slogan

Not Just Soap Its Skin Care; ab khubsuriti se darr kaisa; Lux brings out the star in you

USP
Lux stands for the promise of beauty and glamour as one of India’s most trusted personal care brands.

**STP**

**Segment**

Personal Health – Soap for

**Target Group**

Urban & Semi Urban – Upper and middle class

**Positioning**

Affordable Luxury Soap for the upper and middle class people

**SWOT Analysis**

**Strengths**
1. Strong market research (Door to door sampling – once in a year – Rural and Urban area)
2. Many variants (Almond oil, Orchid extracts, Milk cream, Fruit extracts, Saffron sandalwood oil and innovative promotions (22 carat gold coin)
3. Dynamically continuous innovations – New variants and innovative promotions (22 carat gold coin)
4. Strong brand promotion but relatively lower prices – Winning combination
5. Lux soap brand is sold in over 100 countries

Weaknesses

1. Mainly positioned as beauty soap targeted towards women, lack unisex appeal
2. Some variation like the sunscreen, international variant did not do well in the market
3. Not much popular in rural areas

Opportunities

1. Soap industry is growing by 10% in India
2. Liquid body wash is currently in growth stage – Lux should come out with more variants in this segment
3. Large market share – Strong hold over the market

Threats

1. High internal competition (Pears – Beauty segment)
2. New entrants in this segment
3. Maturity stage – threat of slipping down to decline stage – if constant reinvention is not carried out

Competition
### Competitors

1. Vivel
2. Lifebuoy
3. Nirma Ltd