

WILD Brand Analysis



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NOVEMBER 2025- INNOVATIVE MARKETING ASSESSMENT ONE

MACRO ENVIRONMENT ANALYSIS

POLITICAL

- GOVERNMENT INCENTIVES
- POTENTIAL INPUT COSTS

ECONOMIC

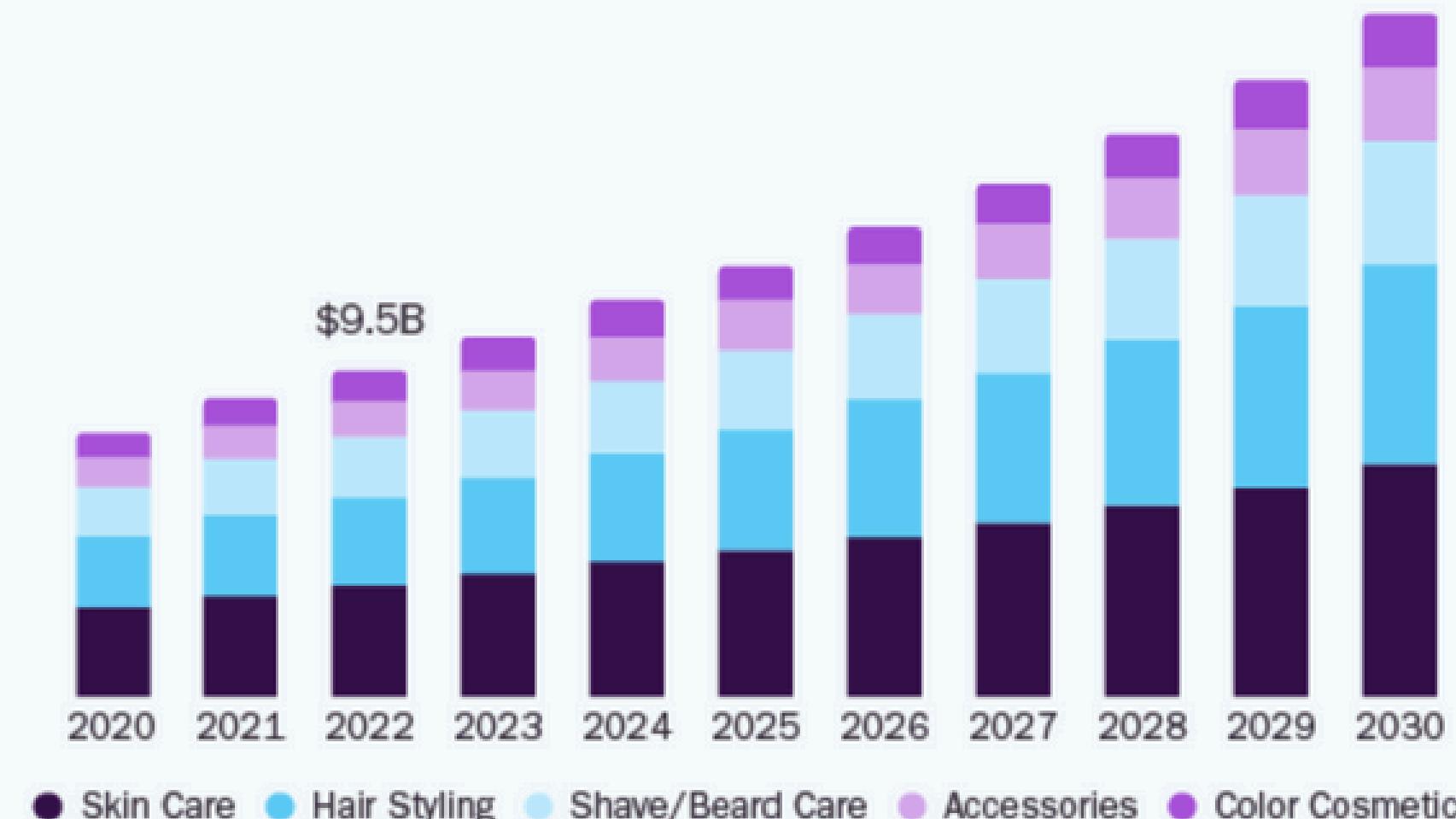
- INCREASED MARKET GROWTH
- PURCHASING POWER

SOCIAL

- PREFERENCE FOR ECO-FRIENDLY
- OLDER CONSUMERS

UK Men's Grooming Products Market

Size, by Product, 2020 - 2030 (USD Billion)



9.5%

UK Market CAGR,
2024 - 2030

Source:
www.grandviewresearch.com

MACRO ENVIRONMENT ANALYSIS

TECHNOLOGICAL

- GROWING E-COMMERCE TRENDS AMONG MEN
- BEHIND THE TECH CURVE

ENVIRONMENTAL

- REINFORCEMENT OF BRAND IMAGE
- MARKET SATURATION

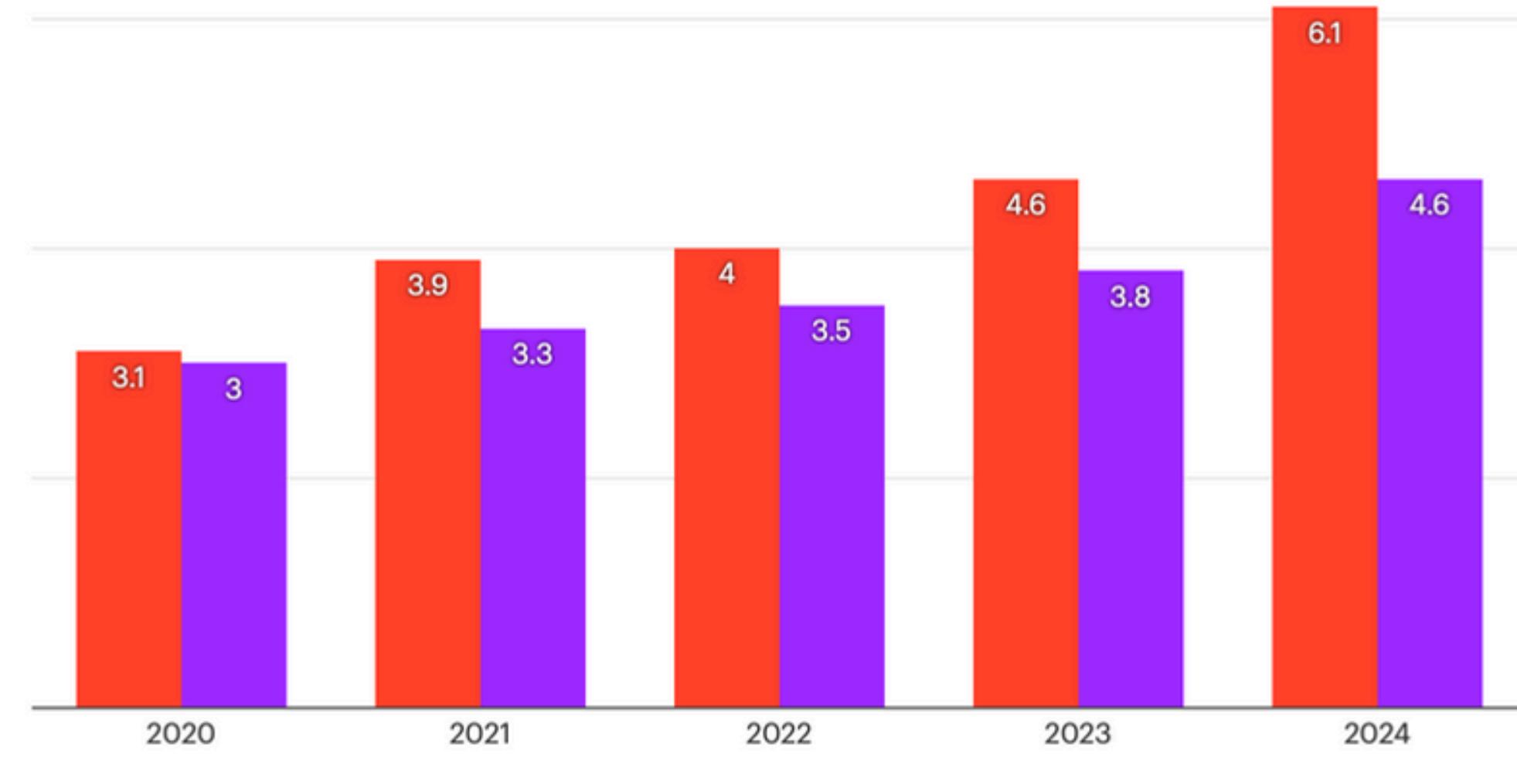
LEGAL

- PACKAGING LAWS

Consideration score for skincare and cosmetics has been growing year-on-year among men aged 18-34

When you are in the market next to buy a product from a cosmetic and skincare brand, from which of the following would you consider? (% across the overall skincare and cosmetics sector)

Men aged 18-34 All men



WILD STRENGTHS

- **STRONG BRAND EQUITY & GROWTH:** 2.5 M UNITS SOLD BY 2022, REVENUE **ROSE 112 %** (£26.5 M → 2022) **AFTER SAINSBURY'S RETAIL LAUNCH;** ~£47 M IN 2024
- **BRAND COMMUNICATION STRENGTH**



MARKETING STRENGTHS AND WEAKNESSES

- **CHANNEL CONFLICT & PRICE VARIANCE:** DTC REFILL £4.80 VS RETAIL £6–10
- **DEPENDENCE ON DEODORANT CORE:** 85%+ OF SALES FROM DEODORANT
- **LIMITED MALE APPEAL:** SCENT AND DESIGN RIVALS **BULLDOG** (13), **L'ORÉAL MEN EXPERT** (3), **NIVEA MEN** (28), **(WILD HAS 5)**



COMPETITOR WEAKNESSES

- **BULLDOG** – LOWER PERFORMANCE EFFICACY VS. MAINSTREAM BRANDS.
- **NIVEA MEN** – LOW SUSTAINABILITY FOCUS, MINIMAL PACKAGING INNOVATION.
- **L'ORÉAL MEN EXPERT** – PERCEIVED AS "CORPORATE" AND NOT ECO-CONSCIOUS.

WHERE WILD WINS AND LOSES VS COMPETITORS



WINS

- WILD OFFERS A MORE ADVANCED SUSTAINABILITY MODEL (REFILLABLE VS. BULLDOG'S



LOSES

- BULLDOG HAS STRONGER MALE-TARGETED BRAND IDENTITY, MAKING IT FEEL MORE "DESIGNED FOR MEN."



- WILD PROVIDES A PREMIUM, ECO-FORWARD VALUE PROPOSITION WHERE NIVEA LACKS SUSTAINABILITY INNOVATION.



- NIVEA MEN BENEFITS FROM LONG-STANDING BRAND TRUST AND MASS-MARKET FAMILIARITY, GIVING IT BROADER IMMEDIATE APPEAL.



- WILD DIFFERENTIATES THROUGH NATURAL INGREDIENTS AND BRAND TRANSPARENCY, APPEALING TO ECO-CONSCIOUS CONSUMERS.



- L'ORÉAL OFFERS STRONGER PERFORMANCE PERCEPTIONS AND FRAGRANCE VARIETY, POSITIONING IT AS MORE RELIABLE IN FUNCTIONAL EFFICACY.

HOW CAN WILD GROW?

- BRANCH INTO NEW AREAS - LOOK INTO EXPANDING INTO THE BODY SPRAY, SHAMPOO & CONDITIONER MARKET
- LIMITED MALE APPEAL: CREATE MORE “MEN-DRIVEN” CAMPAIGNS
- KEEP SUBSCRIPTION MODEL FOR BODY SPRAY



CUSTOMER NEEDS AND MARKET TRENDS

TREND 1

SUSTAINABLE CONSUMPTION

- Increased focus on sustainability
- UK-consumers are prioritizing natural & organic products
- rising importance of eco-friendly certification → 73% of consumers are more likely to buy (Soil Association)

TREND 2

INCLUSIVITY IN PERSONAL CARE

- Inclusive beauty (products that respect all skin & hair types, genders & ages)
- Brands should reflect diversity & authenticity in communication

TREND 3

DIGITAL DISCOVERY & SOCIAL INFLUENCE

- Shift to online shopping & discovery via social media
- Over 70% of buyers purchased after seeing it on social media (Cosmesure)
- Growing role of influencer marketing and user generated content

KEY MARKET SEGMENTS

SEGMENT 1:

ECO-CONSCIOUS MILLENNIALS

- Ages 25 - 40 years
- Eco-conscious & lifestyle-oriented
- Are looking for brands with values (sustainability, inclusivity, transparency)
- Willingness to pay a more for ethical products

SEGMENT 2:

PROFESSIONALS

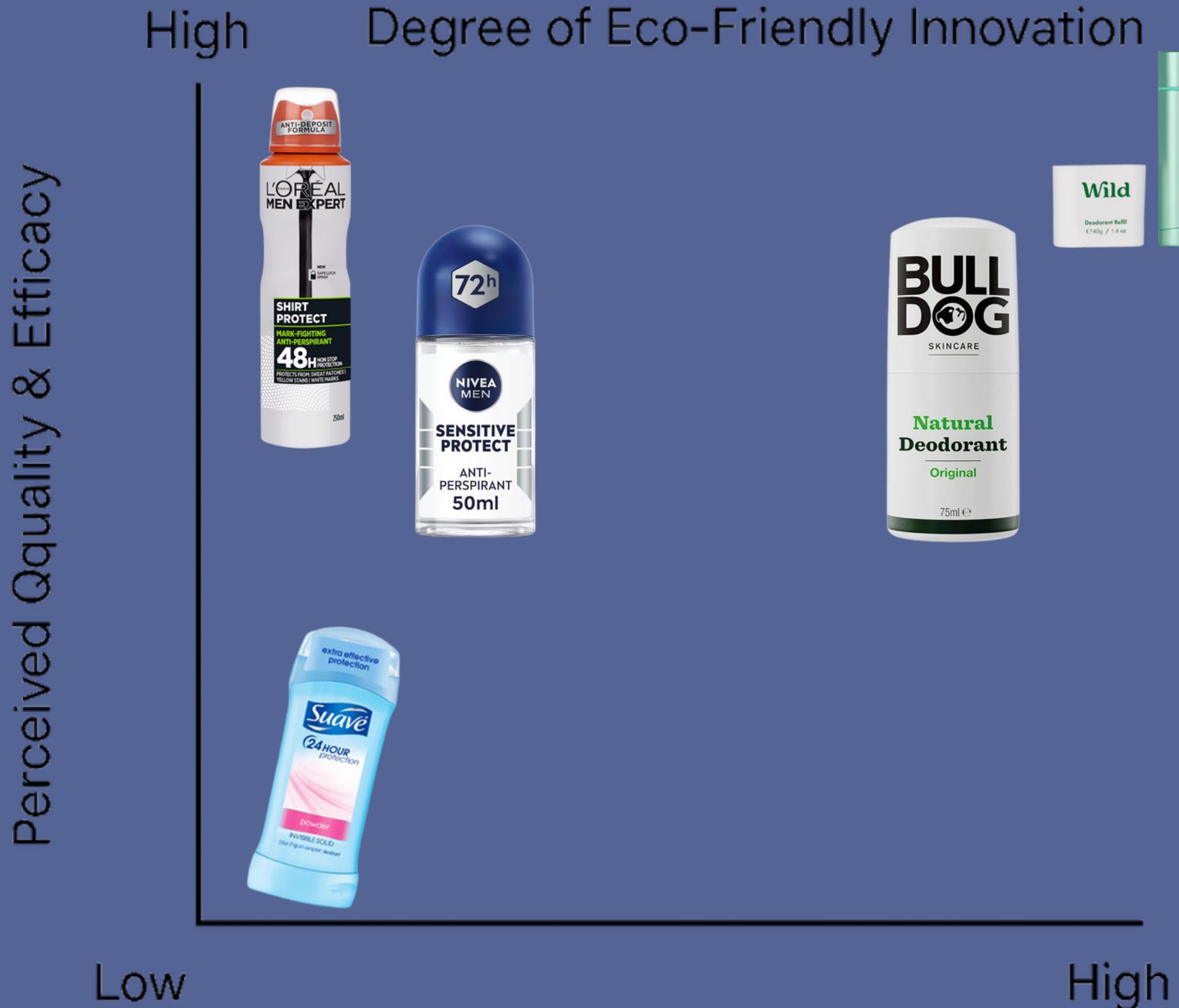
- Ages 35 - 55 years
- Working professionals with families
- High brand loyalty & value quality
- Prefer well-known brands (Nivea Men, Dove Men+Care)

SEGMENT 3:

GEN Z

- Ages 18 - 25 years
- Students and young professionals
- Strongly influenced by online trends and influencers
- Price-conscious, but pay attention to brand image

POSITIONING



Wild Men's Range: The Premium Sustainable Leader

- Justifies **premium pricing** by pairing High Perceived Efficacy with Eco-Friendly Innovation (refillable/plastic-free system).

Mass-Market Giants (L'Oréal, NIVEA)

- **Reliable** performance but score low on the innovation axis due to **single-use plastic packaging** and reliance on conventional, synthetic ingredients.

Mid-Market DTC Brands (Bulldog)

- Bulldog uses **natural, vegan formulas and some sustainable materials** (sugarcane plastic), reviews suggest lower performance/efficacy compared to synthetic/ premium alternatives

Suave (Value/Budget Brand)

- Primarily competes on price point, leading to **low perceived quality** and a strong reliance on conventional, single-use plastic, placing it at the bottom of both axes.

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