



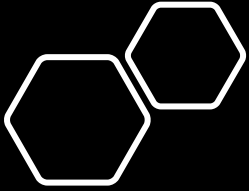
Glossier Marketing Research Report

Prepared for Glossier, Inc/Michael Meissner

By Meghan Rosseel

Meghan.Rosseel@georgebrown.ca

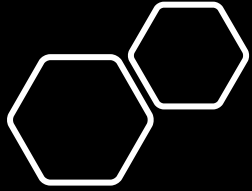
16 December 2021



Contents

- Limitations Statement Slide 3
- Background & Objectives Slide 4 - 5
- Methodology Slide 6
- Conclusion Slide 7 - 8
- Recommendations Slide 9 - 10
- Findings Slide 11 – 13
- References Slide 15

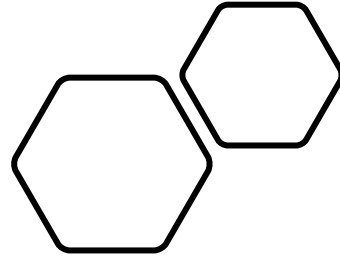




Limitations Statement

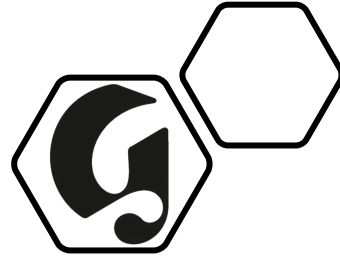
The qualitative research results obtained via the focus group and surveys conducted reveal findings that can be used for background information and guidance; the limited number of subjects within the study were not selected at random, and as such, any given conclusions or recommendations should be considered as advisory rather than prescriptive.

Background & Objectives

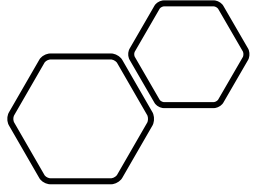


- Canadian colour cosmetics industry down 13% (\$1.6B CAD) over FY2020
- COVID-19 pandemic lockdowns, restrictions, and enforcement of facial coverings dissuade consumers from purchasing products used pre-pandemic
 - Lip products hit the hardest at a 20.1% decline

Background & Objectives



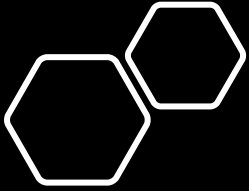
- Glossier Inc's primarily goal is to obtain background information into what types of products consumers are seeking post-pandemic to develop offerings
- Glossier, Inc's secondary goal aims to increase their 0.3% brand share in colour cosmetics in the North American colour cosmetics market to 0.5% by FY2023



Methodology

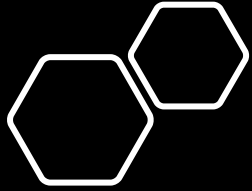
Research conducted
consists of:

- A Focus Group with 5 Participants
- A Survey with 5 Respondents



Conclusion

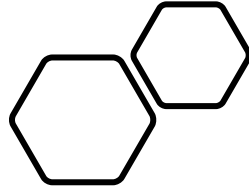
- The majority of respondents consider “Clean Beauty” to be highly valued – the meaning varies from person to person
 - Respondents claim they are seeking more natural-looking cosmetic products with additional benefits (hydration, anti-aging, SPF), due to more recent public interest in skincare
 - Most respondents shop at Sephora (%) and Shopper’s Drug Mart (%)



Conclusion

- Canadian Colour Cosmetics likely returning to pre-pandemic numbers by FY2022 but steadying again by FY2025 (Euromonitor International, 2021)
- Plausible to increase 0.3% brand share of the colour cosmetics industry in North America with an implemented “Clean Beauty” approach
- Expanding product offerings into more retail locations enables the high volume of loyal customers that shop at these locations to have access to Glossier Inc’s selection, rather than limited to just the Glossier e-platform.

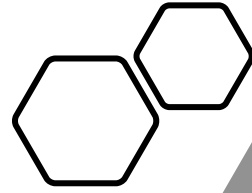
Recommendations



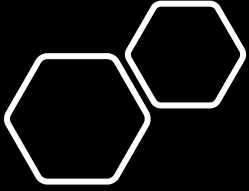
- Integrate “Double-Duty” products into the colour cosmetics product offerings
 - Double-duty cosmetics offer added skincare benefits (hydration, anti-aging, plumping, SPF, etc.)
- Utilize “Clean” buzzwords onto product packaging and into marketing tactics
 - Emphasis online; Website(s), Social Media, e-mail communications



Recommendations

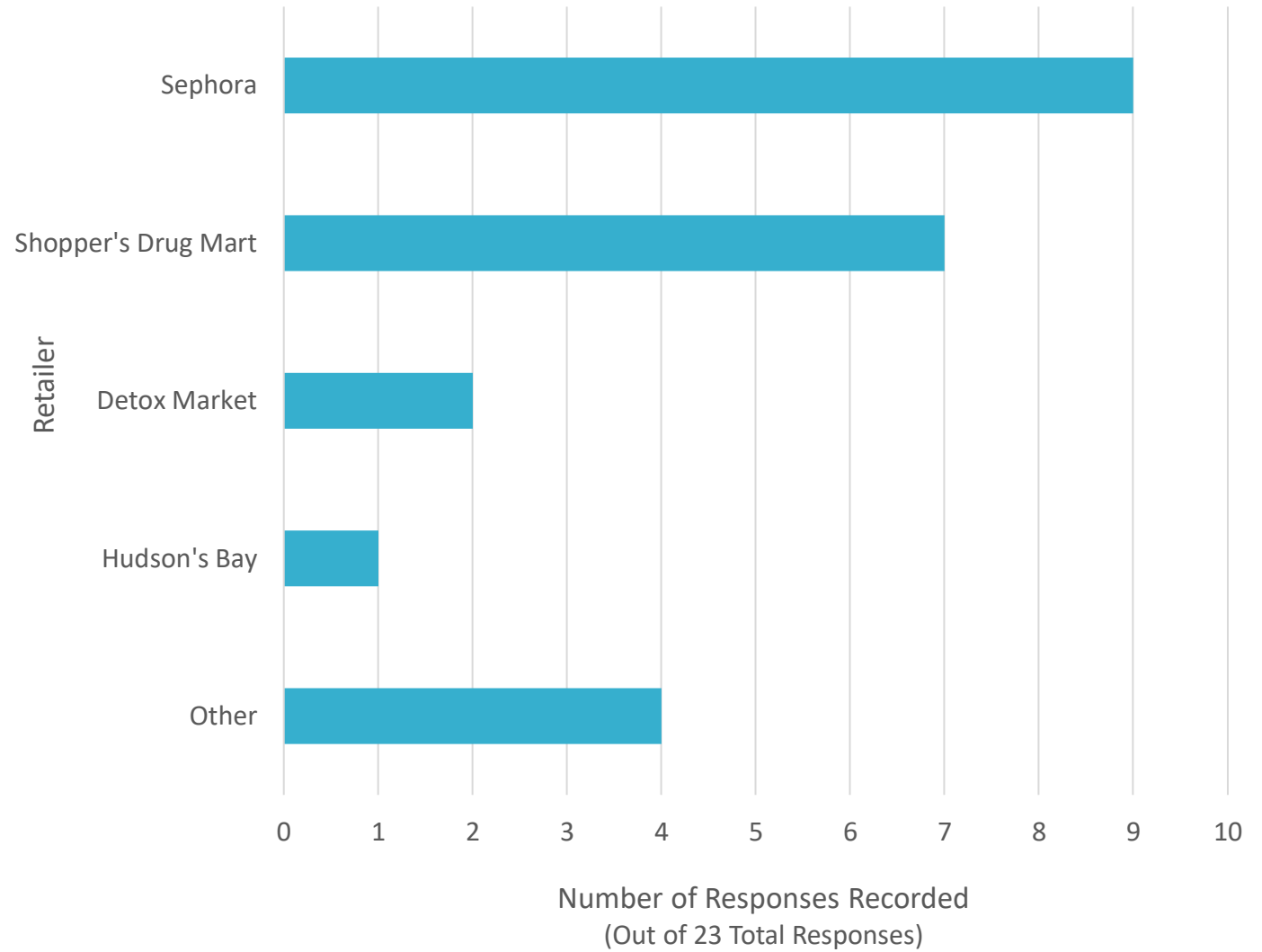


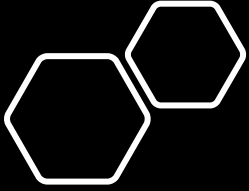
- Expand product offerings into Sephora and/or Shopper's Drug Mart
 - Majority of respondents shop primarily at these retailers for their cosmetics; expansion allows for a greater consumer base consisting of the retailers' loyal customers



Findings

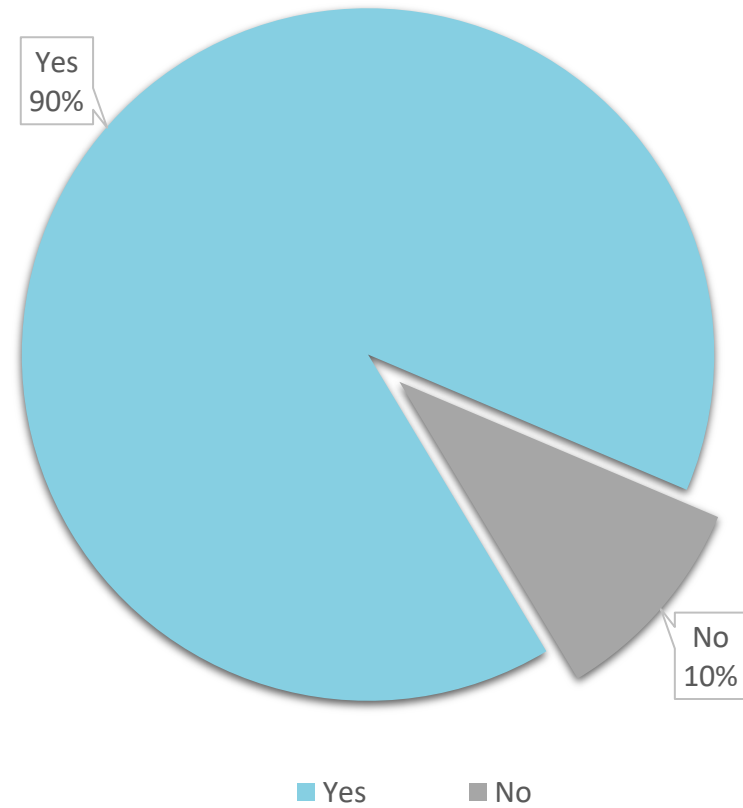
Where Do You Purchase Your Cosmetics?

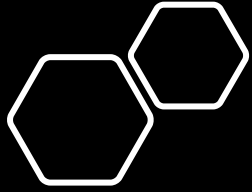




Findings

Would You Pay More for “Clean Beauty” Products? (%)





Findings



“Clean”

mentioned by respondents positively:



5 x in focus
group



4 x in survey
responses



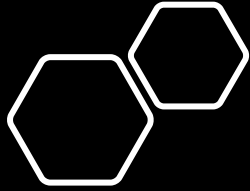
Thank You

Prepared for Glossier/Michael Meissner

By Meghan Rosseel

Meghan.Rosseel@georgebrown.ca

16 December 2021



References

- CB Insights. (2021, August 26). *14 trends changing the face of the beauty industry in 2021*. CB Insights Research. Retrieved October 29, 2021, from <https://www.cbinsights.com/research/report/beauty-trends-2021/>.
- Euromonitor International. (2021). *Colour Cosmetics in Canada*. <https://www-portal-euromonitor-com.gbcprx01.georgebrown.ca/portal/Analysis/Tab>.
- Euromonitor International. (2021). *Consumer Types in Canada*. <https://www-portal-euromonitor-com.gbcprx01.georgebrown.ca/portal/Analysis/Tab>.
- In-Cosmetics. (2021, April 1). *Cosmetic Innovation in 2021: In-cosmetics connect*. in. Retrieved October 28, 2021, from <https://connect.in-cosmetics.com/trends-en/technology/how-are-cosmetic-brands-innovating-in-2021/>.
- L’Oreal SA SWOT Analysis. (2021). *L’Oreal SA SWOT Analysis, 1–8*.
- Meltzer, M. (2019, October 10). *How Emily Weiss’s glossier grew from Millennial catnip to billion-dollar juggernaut*. Vanity Fair. Retrieved October 29, 2021, from <https://www.vanityfair.com/style/2019/10/how-emily-weiss-grew-glossier-from-millennial-catnip-to-billion-dollar-juggernaut>.
- Mondalek, A., & Strugatz, R. (2021, July 6). *Glossier raises \$80 million series E, valuing company at \$1.8 billion*. The Business of Fashion. Retrieved October 29, 2021, from <https://www.businessoffashion.com/articles/beauty/glossier-raises-80-million-series-e-valuing-company-at-18-billion#:~:text=Glossier%20Raises%20%2480%20Million%20Series%20E%2C%20Valuing%20Company%20at%20%241.8%20Billion,-Share>.
- Rutchik, M. (2021, October 25). *The Sustainable Packaging Future is package-less*. Beauty Packaging. Retrieved October 29, 2021, from https://www.beutypackaging.com/contents/view_experts-opinion/2021-10-25/the-sustainable-packaging-future-is-package-less/.
- Shacknai, G. (2021, January 5). *Seven industry experts predict the biggest beauty trends of 2021*. Forbes. Retrieved October 28, 2021, from <https://www.forbes.com/sites/gabbysacknai/2021/01/04/seven-industry-experts-predict-the-biggest-beauty-trends-of-2021/>.
- Strapagiel, L. (2020, August 23). *A group of former Glossier employees are calling out alleged bad practices*. BuzzFeed News. Retrieved October 29, 2021, from <https://www.buzzfeednews.com/article/laurenstrapagiel/former-glossier-employees-allege-racism-poor-management>.
- The Estee Lauder Companies Inc SWOT Analysis. (2021). *Estee Lauder Companies, Inc. SWOT Analysis, 1–7*.
- Utroske, D. (2021, July 23). *Innovations in color cosmetics: 2021 made makeup more sustainable*. cosmeticsdesign.com. Retrieved October 28, 2021, from <https://www.cosmeticsdesign.com/Article/2021/07/23/Innovations-in-Color-Cosmetics-2021-makeup-more-sustainable>.