

Beat: Health

## HOW BRANDS ARE COURTING TRADITION TO CAPTURE NEW COSTUMERS

### SKINCARE, BATH & BODY, HAIRCARE

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**USPA NEWS** - Brands are nowadays betting on tradition and making huge efforts to prove their relance in today's market with products based on plant extracts and herbs. It can include : soaps, colognes, candles, body products... The aim is to boost their market position by exploiting their traditional heritage...

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The merchandising of the company's brand has been improved, with stores new looking and there is also an increased focus on service. Another area of development that brands are focussing on is adding to their already extensive product portfolios. The diverse product line-up means a wide range of prices. In addition to building brand image, they are looking to boost productivity of the doors where they are sold.

One of the main trends that companies have been seen over the years is increased competition in beauty market. The key challenge for them now is to maintain and grow their place in the market, in spite of the influx of new players. To do this, the brands are looking to communicate their traditional values while remaining modern and relevant.

The positioning of the companies should allow not to be impacted by the slowdown and to stand to their niche positioning and their tradition, which is respected by consumers. These brands should be an affordable luxury for consumers and a safe bet in terms of sell out for retailers in a slowing market.

#### Article online:

<https://www.uspa24.com/bericht-5347/how-brands-are-courting-tradition-to-capture-new-costumers.html>

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