

Case Study
Opportunity Assessment of the US Baby
Products Market



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About the Client



- The client is a Swiss consumer goods company, manufacturing organic/natural products for baby nutrition/food and skin care

Client Objectives / Goals



- As a part of its expansion strategy, the client wanted to enter the US baby products market by end 2016
- It engaged RocSearch to conduct a demand-supply assessment for baby food/nutrition and baby skin care products

Approach and Methodology



- As a first step, RocSearch identified the competitors operating in the organic/natural baby products market. Various parameters such as revenue, product portfolio, expansion plans, distribution strategies, price points, etc., were considered while shortlisting the target companies
- To assess the marketing strategies, the key competitors were analysed basis multiple aspects such as social media usage, website traffic, key successful campaigns, advertisements and usage of third-party companies
- Secondary research sources, (US Census Bureau, industry associations, The Wall Street, analyst reports) were leveraged to gain insights on demand-supply, segmentation, etc.
- Expert interviews, along with primary interviews, were conducted to deep-dive on the key players and understand the demand/future outlook for organic baby products in the US

Sample Output



Results / Value-add



Considering the US market is dominated by leading brands such as J&J, the study helped the client define their marketing strategy, price points and distribution structure to enter this market