

# CASE STUDY

## Detailed Description

Full details of how we approached this project can be viewed on the websites:

<https://www.humanandkind.com/>

<https://real-insights.com/target-market-our-work/>

**human+kind**  
skincare with a conscience

## SUMMARY

Human+Kind wanted to understand the commercial viability of launching a new innovative natural skincare product called 'Family Remedy' into the global skincare market.

We were presented with an unbranded 50ml white tube with an initial formulation inside and we worked from there.

## CHALLENGES

One of the key challenges was calculating an accurate and robust market size and market value for the product. While figures on the European cosmetics market broken down by specific country was available, skincare is classified as a subset of cosmetics and this was harder to get at in some instances.

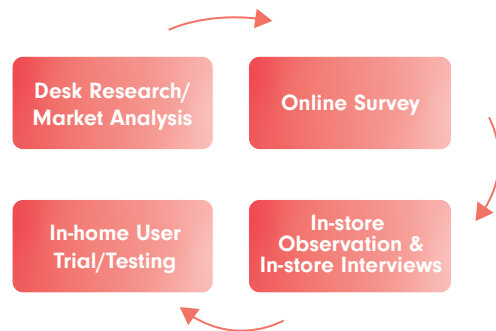
In addition, the product crossed over into health and beauty (given its claims around the treatment of psoriasis, eczema etc.) so this market also had to be researched, producing market size and trends data for analysis.

## THE SOLUTION

We applied a multi-stage research approach involving both qualitative and quantitative research methodologies.

We were able to produce a set of deliverables which, together, would achieve Human+Kind's research objectives and help guide the development and launch of the product:

- Size of the market & the opportunity for the product
- Understand the current skincare market in depth both on & offline
- Define & target market for the product & rationale for this definition - why were we going to go after this group etc.
- Understand what the proposed target market thought of the product i.e. how did it stack up vs. what they used currently & others in the marketplace, what value would they place on it having heard what it is / what it does, what would they pay, etc?



## RESULT/OUTCOME

The product was launched successfully and from an initial white tube, the business has grown to include a suite of over 40 products across skincare, body care and hair care.

The business has since expanded at a rapid rate and Humna+Kind products are now widely available at retail stores across Europe, Asia, the USA and The Middle East with further expansion on the horizon.

**Ready to unlock growth from insights?**

Get in touch to have a conversation with a solution specialist to discuss your requirements.

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