

Target Markets

Estee Lauder, one of the largest producers for cosmetics and skin products has the ability to target any market. Where young girls start wearing cosmetics and fragrances, they go to Clinique to buy “Happy” and cosmetics that are nice to start out with, to the vivacious colors at M.A.C many teens and women in their 20’s wear. To the experienced cosmetics owners might go to Estee Lauder or Lancôme for products they have been wearing for years and have grown to love.

Estee Lauder holds 18 company brands and 7 licensee brands, which allow them to market to any gender, age or specific product type consumer. Within these brands there are brands that are based on specific standards, for example Clinique is a dermatologist guided, allergy tested and fragrance free cosmetics brand. Therefore you are targeting any consumers with allergies to cosmetics. Aramis is a line devoted to males. It includes fragrances and grooming products specifically for men. Aveda is a leader in the Hair Care industry, allowing the company to invest their time in targeting another group concentrating in hair care and styling. Grass Roots is naturally sourced skin care that targets consumers that prefer organic products.

Estee Lauder and Clinique operate in around 130 countries and territories around the world, therefore they could market to multiple ethnic groups, in terms of skin care and cosmetics. They also developed a research center in Shanghai to study the Asian consumers. Estee Lauder focuses many products on protection from the sun, skin smoothing, and age defying creams. Therefore they can provide products for people in different places that can protect your skin or hair in any environment. For not only women, but men also, looking good is universal and if a brand can produce to masses

around the world they have the ability to grow and be very competitive in the cosmetics industry. Estee Lauder has taken the opportunity to sell products around the world, and has done very well with it. Although America is the largest market for Estee Lauder, they did 32.2% of their 2006 revenues in Europe, Africa and the Middle East. By developing research facilities to study the target markets, those numbers can only go up.

Also, by selling its products around the world, they can develop tones and color pallets for all skin tones. While Estee Lauder and Clinique are expanding sales in territories around the world, by creating more colors for different complexions they could be more profitable in overseas sales. Where there are not very many cosmetics lines devoted to darker complexions, M.A.C has foundations for all skin tones, and other products to accompany those skin tones. Therefore by developing products to target overseas, they can also use those products in the United States to advance sales.

Estee Lauder has freestanding boutiques; counters in many large upscale department stores, salons, specific retailers and fragrance stores. They target markets with a larger price point, and a population of people who strive for perfection in terms of skin care and cosmetics. In one department store you may see an Estee Lauder, Lancôme, Clinique, M.A.C and Bobbi Brown counters. Estee Lauder and Lancôme target upscale markets with larger price points, and have colors that can be bold but tend to be more natural looks. Clinique is allergy tested and has a lower price point, which targets another market. M.A.C with its bold colors target a different type of consumer, possibly someone a bit more bright and bold with their color choices, because M.A.C has a lot of pigment in their colors. Then you have Bobbi Brown with tinted moisturizers, shimmer blocks and

multiple different types of products that can draw a different crowd of consumers. Estee Lauder owns all those brands, and they target multiple different groups.

Also under the Estee lauder name, Grass Roots and Daisy Fuentes products are sold at Kohl's to reach a different market, possibly with a lower price point. Perscriptives and Lab Series would be sold in Men's departments at department stores, and Origins who has their own free standing stores and is sold in Belk department stores. By providing products at all types of retailers they are opening themselves up to marketing any audience. Estee Lauder products are sold virtually everywhere, and brands people consider competitors are actually subsidiaries of one large brand.