

Marketing analysis of aquafresh tooth paste



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1. Introduction to the company: Aqua fresh is a toothpaste brand that was first launched in the year 1973 and it manufactured by GlaxoSmithKline (GSK), a consumer health manufacturer. The company's headquarters are located in the UK. 2. Market analysis: When Aqua fresh was first launched by Beecham Plc, it was the first striped toothpaste in the market and the look of product with white and blue stripes clearly illustrate the two main benefits of the product which are double protection and freshness. The improved versions also provide protection against cavities and fresh breath through aqua gel. They promote the product as ocean of freshness and the advertisement uses various images of waves and blue seas to communicate the freshness and taste attributes of the novel product.

From the time of its launch till present day, there here been increased interest and awareness in the oral health department and GSK invests huge funds in the research of dental sciences. GSK ensures that there are sufficient sources for aqua fresh to continue to meet the demands of the market. When the triple protection formula was introduced by aqua fresh along with a red gel to provide healthy gums, sales drastically increased me the market position indicated a major share. The recent market position of aqua-fresh and its segmentation is indicated in the figures below: There is a fierce competition between various companies, especially those who launch new products and those who have products with new features, including those which are whitening toothpaste, economic toothpaste, and enamel protection toothpaste and mouth freshness.

The competition is harsh and the companies introduce many kind sod products to target various segments of the market. The products that are

released in the market are close substitutes but are not perfect kind of substitutes. The market of tooth paste has many competitive rivals who manufacture similar products and aim the same customer group and hence the threat of substitutes is high. The below figure shows the porters five forces for Aqua fresh products: The barriers for the product entry are low relatively and makes it easy for the competitors to get into the market. The market is fragmented and the various brands have difficult time for differentiation.

6. Internal analysis of the market: The accomplishment of Aqua fresh is built on a very basic level with respect to four key features: 1. Prevalent items with characterized target markets 2. Item Range augmentation 3. Brilliant publicizing 4. Strong support for promotion From these measurements, one of their principle qualities is being the business pioneer in oral consideration items. Aqua fresh is the most obvious customer health awareness item in the company's global item portfolio and is currently a billion-dollar brand. It is accessible in more than 120 nations.

Their insight and ability helped them make a wide circulation system crosswise over whole world which permits them items and products to pretty much every corner of the world. Aqua fresh has a far reaching Research and Development office gloating 170 workers around the world. That is connected to its present position as on of the business sector pioneers in the toothbrush industry. In this way, their solid responsibility to advancement through interest in R; D is a conspicuous quality. They offer an incredible scope of items prepared to pander to particular needs of diverse purchasers.

A committed site gives a stronger online vicinity with captivating substance for its target bunch.

Aqua fresh utilizes imaginative oral wellbeing advances to speak to a more youthful gathering of people. The bundling of Aqua fresh Extreme Clean, for instance, is a gleaming, glittery box that seems current. This alongside low item facings is a showcasing ploy to speak to kids whose eye level is lower than adult. Aqua fresh is a solid brand possessed by the world's third biggest pharmaceutical organization. While the Aqua fresh unique is quickly unmistakable by its different red, white and blue strip, other fresher items are not as known. Higher promoting spending are required so as to manage in the business that is always expanding.

The shelf placing of aqua fresh products are weak and the products are usually displayed in the shelves beneath where customer's chances of locating are not quick. Like many other brands in the toothpaste company, aqua fresh has come out with many products suiting the demands of the market, thus losing focus on the original key product, the tooth paste. Another major weakness is that aqua fresh is not a own brand and thus the income that comes for aqua fresh goes to GSK and not directly aqua fresh. GSK also launched Sensodyne that is another major competitor for aqua fresh products.

6. Conclusion:

Demographic patterns like expanding population and acquiring force support the shopper health awareness market, along these lines open doors for development. Furthermore, with the children of post war America and more

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youthful eras getting to be more concerned with the strength of their gums, they will be eager to pay the aforementioned premium for a toothpaste which is streamlined for better gum care. Organization can underwrite upon this demographic fragment to guarantee an effective arrival of their item. Aqua fresh has numerous chances to grow their current line of items alongside growing new and energizing items that will advantage numerous individuals. In the Aqua fresh line of items, there are various items that will help an individual battle numerous types of oral consideration issues, from tartar to gingivitis. Be that as it may in the greater part of the distinctive toothpastes that Aqua fresh offers, there are just a modest bunch of toothpaste flavors. Including more flavors, particularly for kids could build deals.

The super-premium business sector is exceptionally focused, facilitating numerous brands and private name toothpastes. In the event that any of these adversaries makes a tooth paste which tops or even equivalent the innovation of Aqua-fresh, particularly if done at a lower generation cost, Aqua fresh may lose piece of the overall industry.

References:

KEYNOTE, (2014), Oral health care Update 2014 <http://www.colgate.co.uk>