



Eucerin BCG Matrix

Group Two

Randall Hoyte, Kristina
Brock, Shine Varghese



Introduction to the BCG Matrix

Overview

The BCG Matrix

Basic Overview

The BCG Matrix was created by the Boston Consulting Group

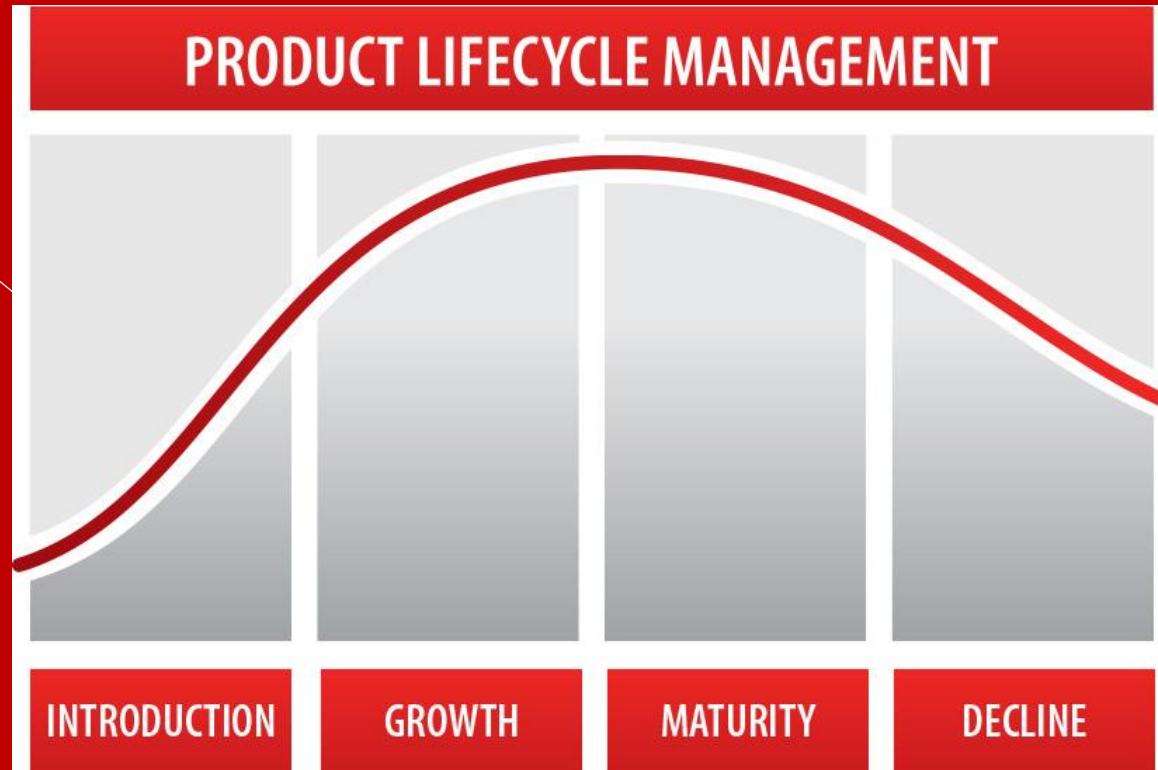
It categorizes products for a company based on their product life cycle and growth in market share.

Categories include – Stars, Question Marks, Dogs/Pets, and Cash Cows



Product Lifecycle

Throughout the product lifecycle Eucerin products stand the test of time.



BCG Matrix

Eucerin Product Categories

BCG Matrix	Market Share High	Market Share Low
Growth High	Star Sun Lotion Extra High Photoaging SPF 50+	Question Mark Anti-Pigment Day SPF30
Growth Low	Cash Cow Original Healing Lotion	Dog (Pet) Baby Eczema Relief Body Cream



Product Category

Cash Cow – High Market Share,
Slow Growth

Original Healing Lotion

Cash Cow



An Original product for Eucerin.

- Largest market share for Eucerin due to product age, (Eucerin, 2019).
- Nearing end of product lifecycle.
- Boring market but with large loyal customer base.
- No innovation or development needed
- Marketed as the Original product for Eucerin due to it's dedicated market share (Beiersdorf Annual Report, 2018).



Product Category

Dog/Pet – Low Market Share, Slow Growth

Baby Eczema Relief Body Cream

Dog / Pet



- Niche Market
- Needs innovation in order to increase market share
- Repackaging and design needed to restart product life cycle.



Product Category

Question Mark– Low Market Share, High Growth

Anti-Pigment Day Cream SPF30

Question Mark



- Contains the exclusive and patented ingredient thiamidol, which reduces the production of melanin. ("Anti-Pigment Spot Corrector for all skin types: topical dark spot corrector")
- Clustered in with the anti-aging products market, assuming an overall low market share.
- There is evidence for potential for growth, especially in the Asian markets. ("Anti-Aging Market: Growth, Trends, and Forecast (2019-2024)")
- An aging population and advancements in technology should steadily increase the demand for this product.



Product Category

Star– High Market Share, High Growth



Sun Lotion Photoaging Control Extra Light SPF 50+

Star



- Known as the superior sunscreen lotion.
- New advanced spectral technology is used to invent this product.
- This innovation has placed this product on top.
- Clinical studies has proven the efficiency of this product.
- This will be a success in the coming months because of the highest standards for UVA and UVB protection defined by Cosmetics Europe.

(Sun Lotion Extra Light Photoaging Control SPF 50 : Anti-age sunscreen for the body. (n.d.)).

References

Anti-Aging Market: Growth, Trends, and Forecast (2019-2024). (n.d.). Retrieved August 6, 2019, from <https://www.mordorintelligence.com/industry-reports/anti-aging-market>

Anti-Pigment Spot Corrector for all skin types: Topical dark spot corrector. (n.d.). Retrieved August 6, 2019, from <https://www.eucerin.co.uk/products/anti-pigment/spot-corrector>

(2018). BEIERSDORF ANNUAL REPORT 2018. Retrieved from <https://annualreport2018.beiersdorf.com/>

Eucerin. (2019, June 28). Over 100 Years of Eucerin® Company History: Eucerin® Skincare. Retrieved from <https://www.eucerinus.com/about-eucerin/history>

Sun Lotion Extra Light Photoaging Control SPF 50 : Anti-age sunscreen for the body. (n.d.). Retrieved August 6, 2019, from <https://int.eucerin.com/products/sun-protection/sun-lotion-extra-light-photoaging-control-spf-50plus>