

Zero Waste, Ethique, & The Market

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LEAD 720



Join the revolution and
#giveupthebottle



Porter's Competitive Forces

- **RIVALRY:**

There are lots of shampoo bars out there. Many/most are eco-friendly. Who will come out on top is still to be determined, though.

- **SUPPLIER POWER:**

Lots of suppliers, some new companies, many large companies pivoting to a trend. Low supplier power because lots of options.

- **CUSTOMER POWER:**

Literally everyone needs shampoo, and buyers come at all different price points and with lots of different needs. Low switching costs. High power.

- **THREAT OF NEW ENTRANTS:**

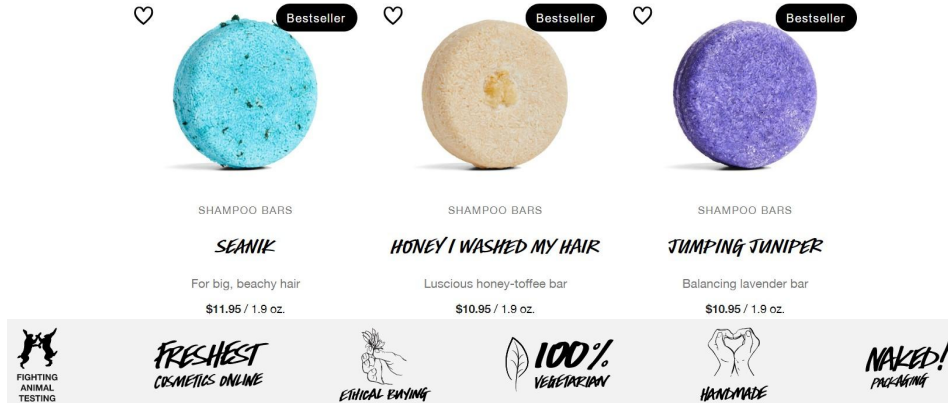
It's hard to do better than Ethique. Because they started out with such a strong vision, they beat almost everyone in quality, and are poised to be among the best in bars. They are also pretty large, now. Low threat.

- **THREAT OF SUBSTITUTES:**

Again, lots of options. Not everyone wants to order shampoo online. Currently, high threat!



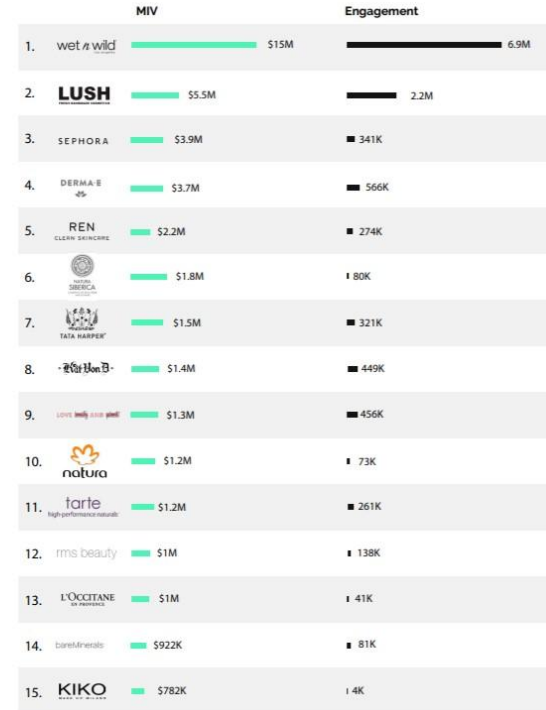
What differentiating strategies are others using?



- Differentiator: Size & recognition
- Vegetarian, not vegan
- No packaging and/or recycled packaging
- Cheaper

LOOKING AT THE SUSTAINABILITY OF THE COSMETICS SECTOR

TOP 15 COSMETICS BRANDS THAT GENERATE IMPACT ON SUSTAINABILITY





Therapeutic Shampoo & Conditioner Set

16.0 oz Item: SCLP2

★★★★★ 4.4

14 Reviews [Write a Review](#)

Q&A [3](#) Answered Questions
[Ask a Question](#)

✓ 80% of respondents would recommend this to a friend

Works in four ways to gently cleanse, de-flake, soothe and nourish the scalp and hair.

Benefit: Cleanses, de-flakes, soothes and nourishes.



GMO free



Cruelty free



100% Vegan



Gluten free



Soy free



Recyclable



Wind Energy (Certificates)

SOLD OUT

- Differentiator: Wind energy
- Differentiator: More traditional format, still eco-conscious
- Recyclable, not no-waste
- Gluten and soy free
- \$22.50



Love Beauty and Planet Coconut Water Shampoo + Conditioner Bar, Adult Unisex

📍 \$4.99 Target [Compare prices from 5+ stores](#)

★★★★★ 135 product reviews

Yes vegan. Volume and bounty. **Body** and strength for fine hair. Beautifully clean hair & small acts of **love** inside. Beauty ...

Love Beauty and Planet · All-in-one · Moisturizing · Reconstructing · Volumizing · Detangling · Coconut · Sulfate-free · Paraben-free · Organic

- Differentiator: Cheeeeeap
- Only two options
- Recyclable cartons



Love Beauty And Planet Shampoo Bar, Murumuru Butter & Rose - 4 oz

\$3.60 Amazon.com 89% positive seller rating [Compare prices from 5+ stores](#)

★★★★★ 121 product reviews

Yes vegan. Blooming colour. Vibrancy for colour treated hair. Formulated without Phthalates. Beautiful clean hair & small acts ...

Love Beauty and Planet · Shampoo · Moisturizing · Coconut · Sulfate-free · Paraben-free · Color Treated · Organic · Cruelty-free · 4 oz

Ethique

- Is this ad exciting?
- Would you watch this ad until the end? (If I weren't making you 😊?)
- How does it make you feel?



<https://www.youtube.com/watch?v=jQJnICzz4QY>

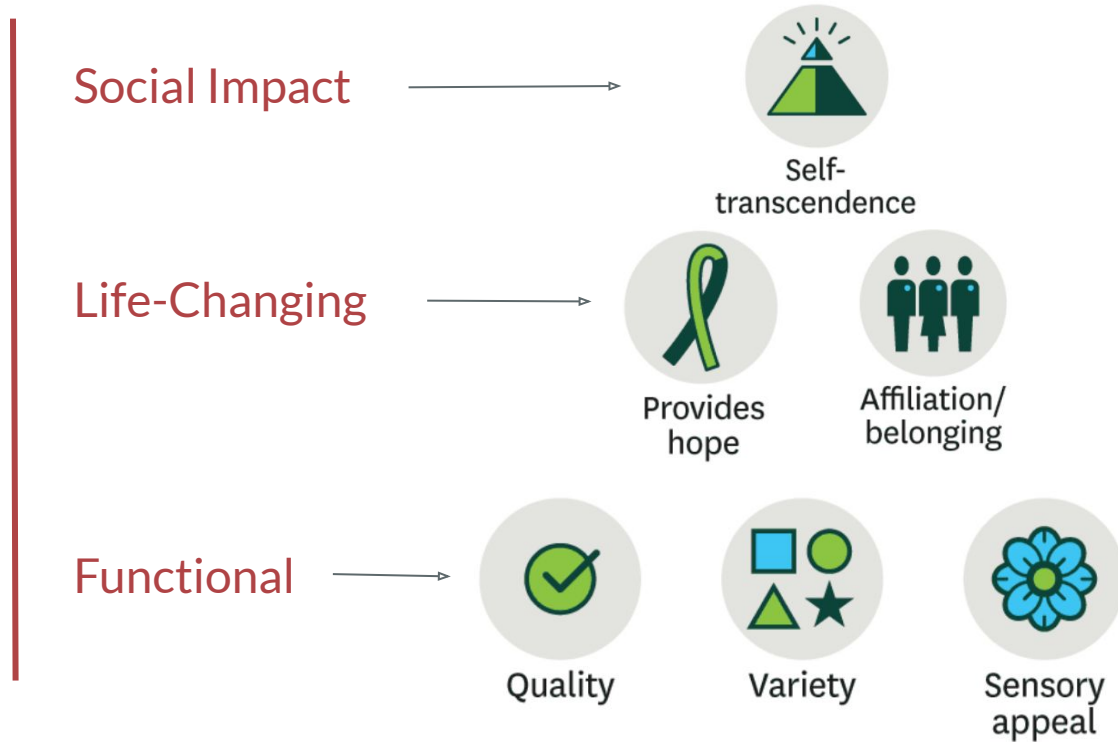
Dr. Squatch

- How do you feel about this ad?
- Is this ad problematic or no?
 - Would you watch this ad until the end?
- Would you buy this product?
 - <https://drsquatch.com/about>



<https://www.youtube.com/watch?v=cjEK7cQKRDY>

Ethique Value Pyramid



What Value Pyramids might others be using?



Social Impact

Life-Changing

Functional



Life-Changing

Emotional

Functional



Life-Changing

Emotional

Functional



Joshua
Casual User
Desire: Vanity



Madison
*"The Only
Shampoo I'll Use
Again"*
*Desire: Love of
Power*



Terri
Whole-Family User
*Desire: Rivalry to be
Best Mom*



Rebecca
On-Trend User
Desire: Acquisitiveness

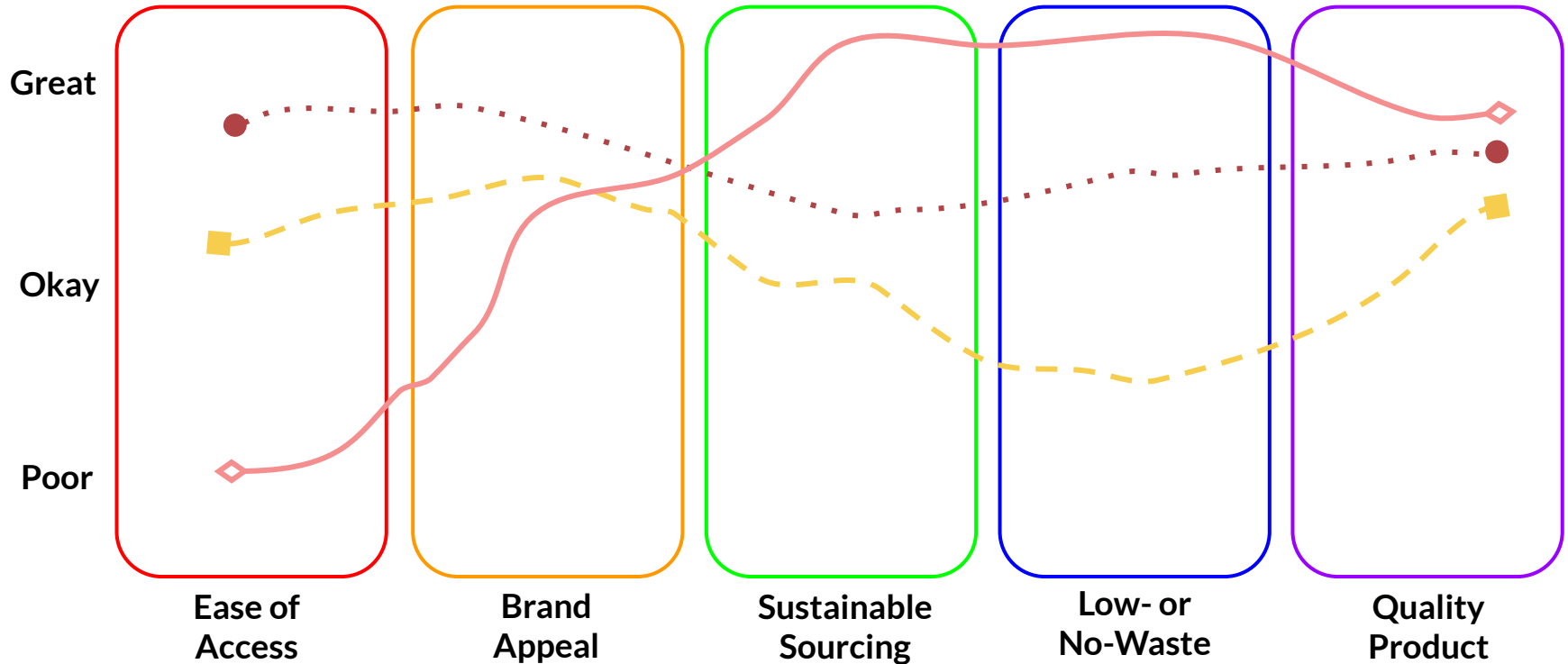


Blue Ocean Strategy Canvas

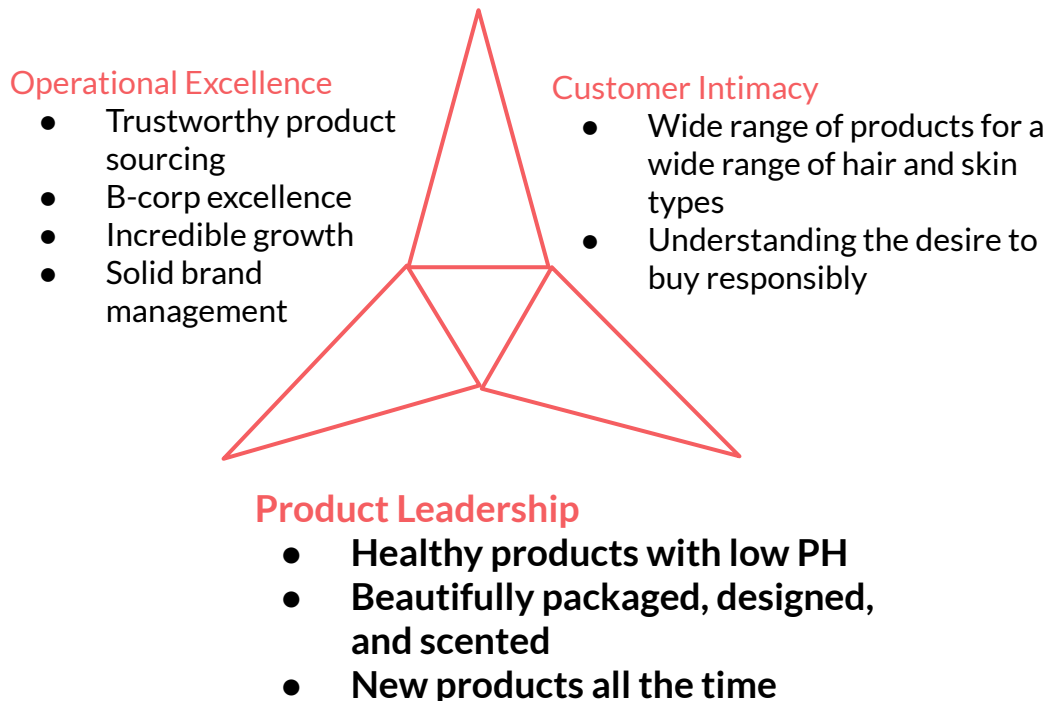
LUSH

Dr. Squatch

Ethique



Conclusion: Blue Ocean?



Ethique's Key Differentiators:

- The very best product (blue ocean!)
- Zero Waste (blue ocean!)
- Brand-new products that cater to many needs

Where it needs to improve to keep up with competition:

- Distribution and availability
- Marketing as strong as their product.

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