

# #121<sup>st</sup> Marketing Club

29<sup>th</sup> Jeddah 81<sup>st</sup> Business Club

## Dermoceutical Market & Marketing

Tuesday 19-12-2023

**8 PM** EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

**Dr. Ahmed khashaba**

Regional Marketing Director  
Inspired Medica



# Cosmo- ceuticals

& Where is Saudi Market going?

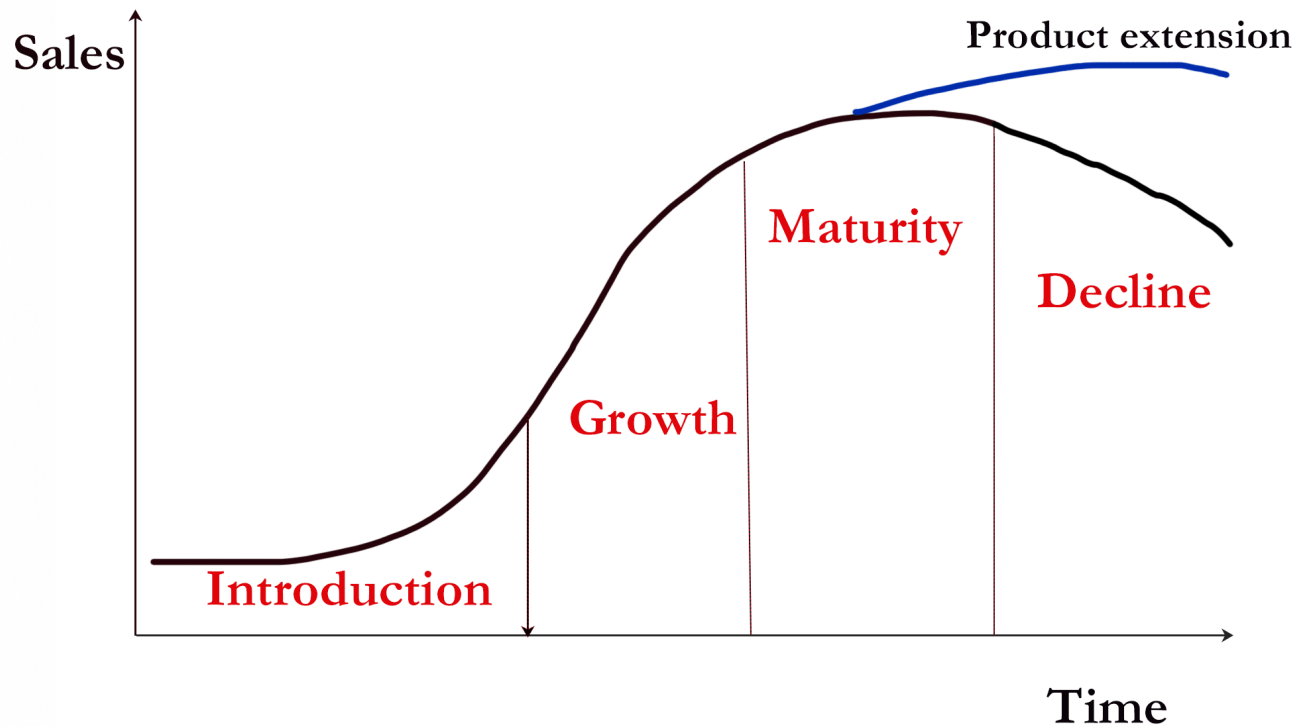


# Brand Marketing & PLC



# Difference between Product & Brand

## Product Life Cycle



[www.economicshelp.org](http://www.economicshelp.org)

- Branding is the main trick to standardize the Product extension strategy
- Capitalizing on the brand loyalty
- Considering launching the brand before the SKUs





# Ethical Vs Consumer friendly products

Pharma vs Dermo-cosmetic brands



# Market categories

- Mass vs Premium



# Market categories

- Mass vs Premium



# Market categories

- Mass vs Premium



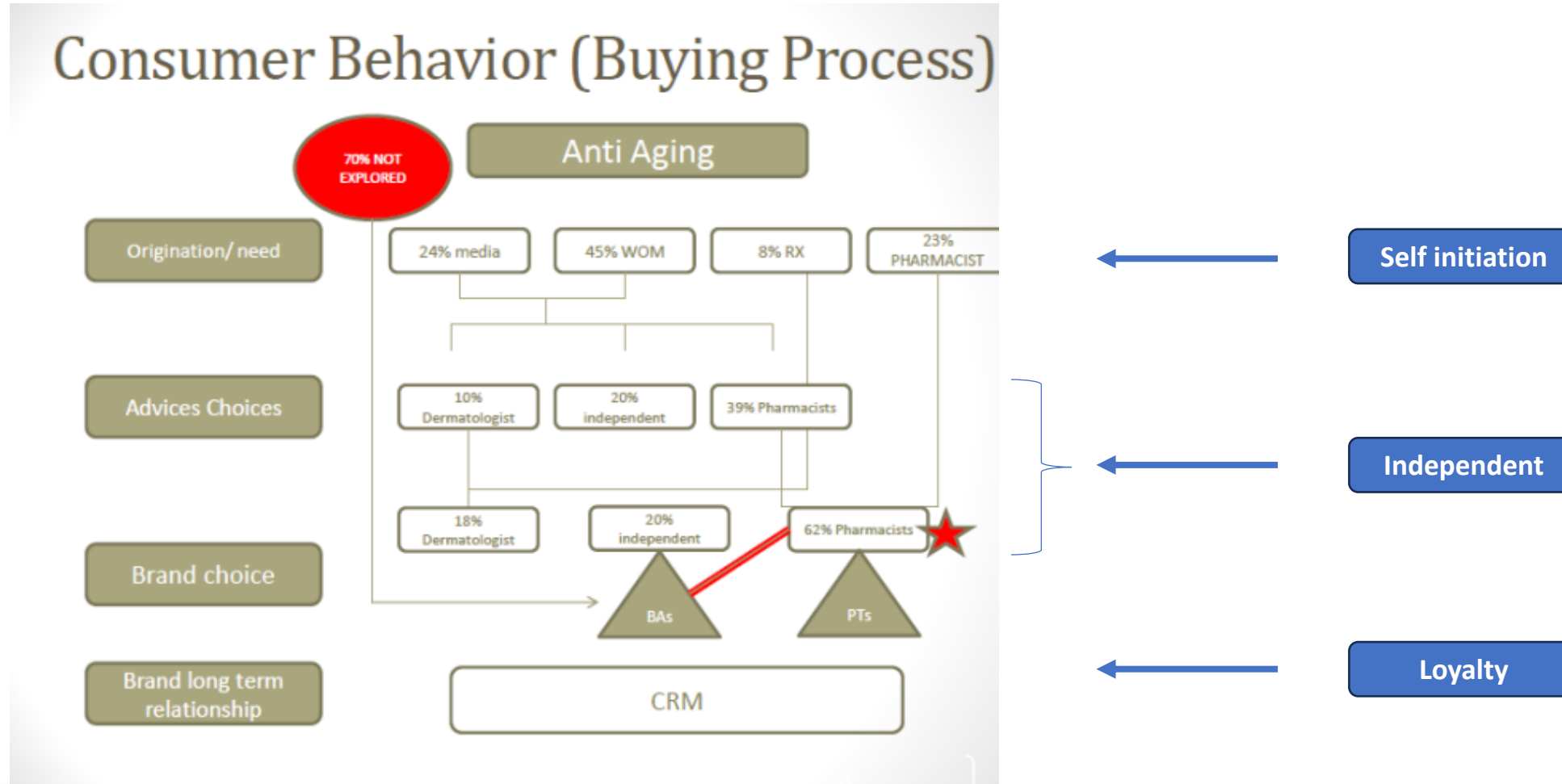


# Market categories

- Medicated/ ethical (Rx driven) vs Consumer friendly brands



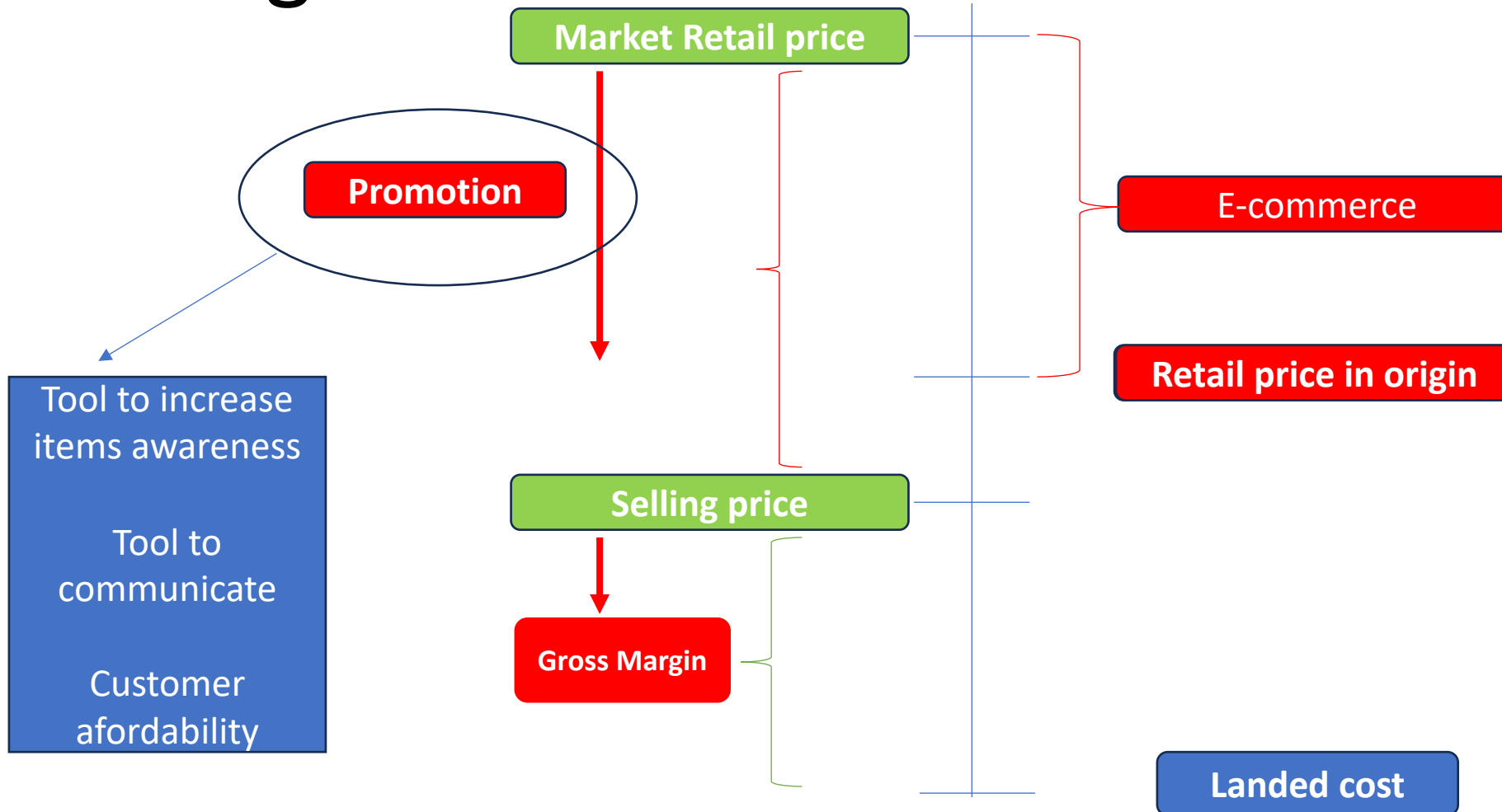
# Buying Process (presented in 2016)



# Customer awareness where are we



# Pricing





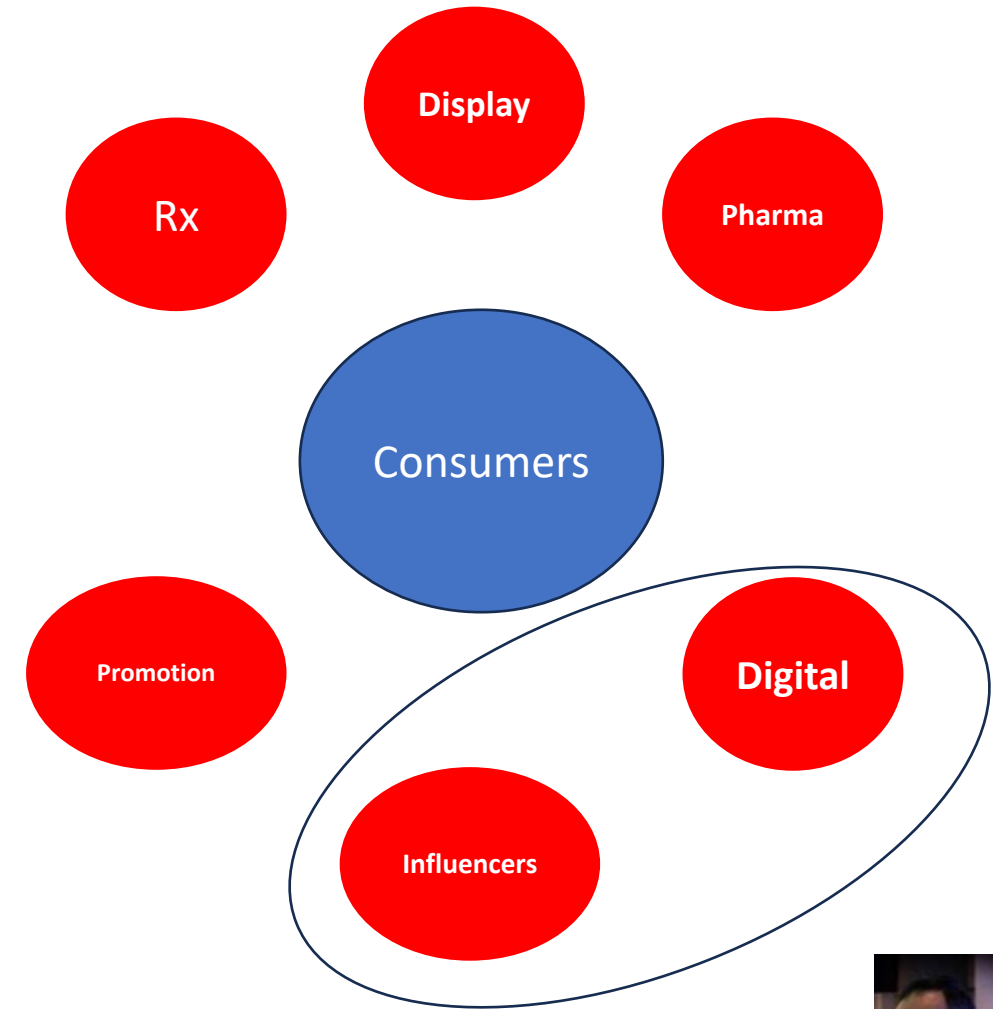
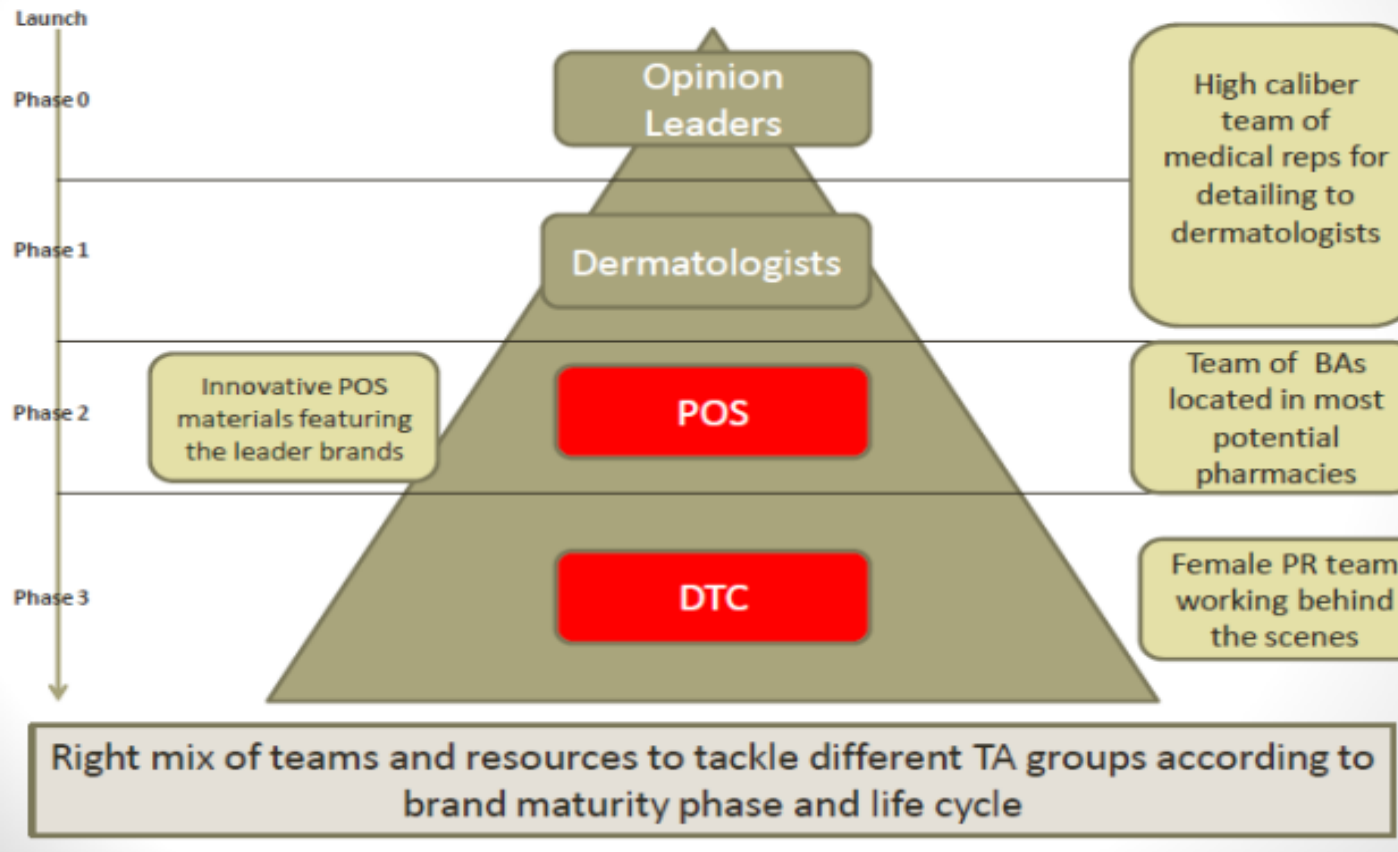
# Market size

- In Jan 23 Market growth shows 0% growth (skin + Hair), as per Nielsen AC
- Keeping the market at the size of almost **4.5 B SR**
- Promotion not taken into consideration
- Effect of Retailers rival and new channels
- Effect of some brands PLC on their Market share



# Classic Vs new business models of Promotion

## Classic Business Model



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