BrandHub

A digital platform to monitor trendsetting brands and strategize your next move in beauty

LEARN MORE

What's in it for you?

- Dynamic brand profiles, reflecting top success factors for trendsetters
- Trending concepts that resonate the strongest with consumers
- The strength of brands based on trends in search, social media, sales growth, and more
- Brands' position in the market and key unique value proposition
- The vitality of brands over time, including long-term view
- Fast-moving brands that are prime acquisition targets

SCOPE

50+ brands

Hair care, skin care, makeup, bath & body, fragrances

United States

APPROACH

Brand Vitality Index scoring brands based on millions of data points

In-depth primary and secondary research techniques

OUTPUT

Always-on Brand Vitality Tracker

Annual Trendsetter report

Bi-yearly trend snapshots

KLINE +Company