|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Other Info | Competitor 1 (Primary) | Competitor 2 (Primary) | Competitor 3 (Primary) | Competitor 4 (Secondary) | Competitor 5 (Secondary) |
| Company Name | Name 1 | Name 2 | Name 3 | Name 4 | Name 5 |
| Price Point | $15-20 | $20-25 | $50-80 | $10-15 | $100+ |
| Target Audience | Women ages 18-25 | Women ages 18-30 | Women ages 18-30 | Girls ages 13-18 | Women ages 40-65 |
| Market Share | 10% | 20% | 40% | 10% | 10% |
| Key competitive advantage | Large Instagram following | Free shipping year-round | Aggressive Facebook ad spending | Price | Luxury angle |
| Marketing strategy | Newsletter and Instagram ads | Newsletter, some social media, retargeting | Facebook ads | Cheapest on Amazon | Magazines, TV, commercials, some social |
| # of products | 75 | 100 | 85 | 525 | 40 |

**COMPETITIVE ANALYSIS**