# Brand analysis on
# Huda Beauty

Huda Beauty is a cosmetics brand launched by Huda Kattan. The brand offers a diverse range of products that insure inclusivity, which seems to be the slogan of this brand.

## The products offered:

High-quality products ranging from makeup that is widely acclaimed to fragrances (from the brand KAYALI under the Huda Beauty umbrella) to Skincare products (from the other brand under the Huda Beauty umbrella WISHFULL) which showcases the brand's diverse portfolio.

## It's targeted demographic:

The brand mainly targets women in their 20s to 30s and beauty influencers with an active presence online.

## It's goals:

1. Build an inclusive and global community
   The brand is committed to creating products that cater to a wide range of skin tones and types, ensuring everyone feels represented.
2. Become the Leading Global Beauty Brand
   Establish Huda Beauty as a top competitor in the international beauty market, rivaling legacy brands like MAC, Fenty Beauty, and Maybelline.

3. Promote positivity and self confidence
   The brand supports various causes, including women's empowerment and mental health awareness, through initiatives like the Huda Beauty Foundation.

# It's objectives:

1. Brand extension
   Through launching more diverse products in different categories such as skincare as done with WISHCARE and fragrances using KAYALI.

2. Ensure all products are cruelty free
   By eliminating animal testing and promoting against such a thing.

3. Release inclusive shades for all the products
   Making sure to have a wide range of shades for each product launched, where each product must have a range of 20-30 shades.

4. Increase consumer engagement and feedback by a specific percentage annually
   Use Instagram, TikTok, and YouTube for tutorials, polls, and behind-the-scenes content to build deeper connections.

# Social media analysis:

The content had been focused mainly on

- Reposting different hacks and tutorials to garner a wider audience and broaden the brand's market
- Relatable content to increase the brand's genuineness
- Reviews from influencers to increase trust of the quality

As for engagement insights it has been shown that

- Video content garners the most attention especially ones containing hacks and relatable content
- A consistent posting schedule which helps maintain interest

# Competitor analysis: (Fenty Beauty)

A makeup brand launched by Rihanna, and similarly to Huda Beauty, it has been widely celebrated for it's inclusivity.

## Strengths

1. Pioneered inclusivity with 50 foundation shades.
2. Strong brand association with Rihanna enhances visibility.
3. Effective use of social media and influencer partnerships.

## Weaknesses

1. Limited product range compared to competitors.
2. Heavy reliance on Rihanna's personal brand.
3. Premium pricing may deter budget-conscious consumers.

While Fenty emphasizes inclusivity, Huda Beauty focuses on glam and bold aesthetics. In addition, Huda Beauty offers a wider product range, including skincare and fragrances. Both brands utilize social media effectively but cater to slightly different consumer preferences.

It should also be noted that Huda Beauty had been involved in a scandal concerning Fenty Beauty where the brand had been accused of copying a product launched by Fenty Beauty, but that had been quickly disproven but it had still impacted consumers and their trust.

# Content recommendations:

1. More behind the scene clips and interviews, especially ones focused on Huda herself
2. Focusing on tutorials and educational content for beginners to help draw them in more
3. Enhancing engagement by encouraging consumers to share their own looks and reviews
4. Offers and promotional content that captures the interest

# Extra (A SWOT analysis table)

| Strengths | Weaknesses |
|---|---|
| Strong social media presence with high influencer and consumer engagement | The high prices that may not be accessible to some of the targeted demographic |
| Diverse product portfolio | Focus on glam looks may not appeal to natural-look fans |
| Strong commitment to inclusivity and representation | Past controversies that impacted brand perception |
| **Opportunities** | **Threats** |
| Develop beginner-friendly and affordable product lines | Rapid trend changes and the everchanging opinions of consumers |

| Increase brand transparency & behind-the-scenes storytelling | High competition from inclusive brands like Fenty Beauty, Rare Beauty |