

“Nailmania continues”

Interview with alessandro CEO Udo Springer on the continuing boom of the nail business and the prospects for his nail design brand

distribution channels with an eye on the future. This lays down the markers for continuing the success story “Beautiful nails for all”.

alessandro International is among the top brands in the industry; however, market conditions are increasingly difficult; brands must constantly increase their competitiveness. How can you make an impact?

Springer: alessandro has been a pioneer and market leader in nail cosmetics for almost 30 years. With this in mind, we put our manifesto “consumer and customer-centric” into practice, both in the professional business and in the retail market. That means customers direct our developments for products and services with their needs, wishes and requirements. Quality is the ultimate proviso here. With our professional experience, we are developing spectacular innovations in the area of sculpting and colour, which continues in Nailmania - now and in the future. To serve the constantly growing demands of both customer groups, we focus in particular on new services together with product innovations. Through direct and personal engagement with the salons, we continue to work on equal terms with our partners and consumers. Thanks to this professionalisation of our mission - “Beautiful nails for all” - we will double the number of salons within the next two years whilst also making nail salons attractive to all age groups.

Mr Springer, four years ago, alessandro International was taken over by the Zwilling Group and had ambitions to grow both in the domestic and global markets. How is the brand positioned today in a constantly growing market?

Springer: We are operating in a continuously growing market, which has proved resilient to crisis, developing globally at a rate of 4 percent p.a. for many years. For example, over the past year, 800,000 new nail polish users have been added and the number of cosmetic institutes has risen by 3.9 percent. For years, alessandro has been – and still is – the top brand in the professional business and has been able to show, as a leader of innovation for the industry, how to further develop brand heritage successfully using innovation and diverse

A key element of the distribution strategy was to involve the perfumery retail sector and pronounce the brand in retail as a premium brand. To what extent have you been successful?

Springer: The nucleus of alessandro is in the professional business. Every company strategy and its operational implementation must be measured up to the professional heritage and the “consumer- and customer-centric” focus. With this goal in mind, with Striplac we were able to take a fully new product category into the retail segment.

For the first time, end consumers can get a professional-quality manicure themselves at home. In this way, nails, like those of a professional, are offered to a new target group touchpoint. Innovations at this level will dominate and lead the retail market in the future, even more so than before. In this respect, alessandro has successfully mastered the first stage and is also ideally positioned for further development in the consumer area.

What is your own personal focus of your mission at alessandro International?

Springer: As a professed “beauty-holic”, I have dedicated my career to the cosmetics industry for 30 years. Professional expertise with utmost passion is my biggest driver. With this spirit in mind, I will develop the market leadership of alessandro in Germany yet further and exploit all the market potential that alessandro offers in the professional and consumer business. In doing so, we won’t just focus our efforts on expanding the domestic market, but also push the international roll-out. The global cosmetics market is constantly growing, just as much as the unabated Nailmania. The key thing is that we are helping to shape this trend with constant innovations. This is particularly important when identifying and serving the sales and media touchpoints of the target groups. Gradually, alessandro will be established as the reference brand for “Beautiful nails for all”.



GOOD POLISH

Go for the global market of decorative cosmetics, whose strong growth will make an impact over the next few years.

According to a recently published report by Allied Market Research, increasing demand over the coming years for decorative cosmetics in the beauty industry will increase market growth. The market research company carried out a global opportunity analysis and forecast for the period from 2017 to 2023, concerning the industry for decorative cosmetics, and analysed the market, differentiated by target market (luxury and mass goods), scope (facial make-up, lip pen products, eye make-up, nail products) and geographical location.

According to data from Allied Market Research, the global market for decorative cosmetics in 2016 totaled USD 5.875 billion. The market researchers forecast that, with an annual growth rate of 7.4 percent from 2017 to 2023, the market will increase to USD 9.555 billion. According to statistics, facial make-up recorded the largest share in the past year. And from 2017 to 2023, this area is projected to grow each year by 7.5 percent. Allied Market Research cited the benefits of the product, such as anti-aging and UV protection, as well as new products as the reasons for this.

According to forecasts by Allied Market Research, mass products will dominate the market in the forecast time period due to their product innovation and affordability. According to the forecast, luxury goods will, in contrast, achieve the highest growth rate. Geographical comparisons by the market research company also revealed that Europe has somewhat lower growth prospects than the Asia Pacific Region and lower market attractiveness compared with countries like South Korea, USA and Japan.