

# Strategic India Market Entry — German Cosmeceutical Beauty Brand

In-depth market research, consumer validation across three major cities, and pharmacy channel entry — taking a clinically-led European beauty brand from unknown to shelf-ready in India.



**3** CITIES — CONSUMER RESEARCH  
**Pharmacy** CHANNEL SECURED  
**300+** CONSUMERS SURVEYED  
**Tier-1** DISTRIBUTOR PARTNER  
**€0** ENTITY SETUP COST

## 01 · CLIENT SITUATION

Clinically proven. Commercially invisible in India.

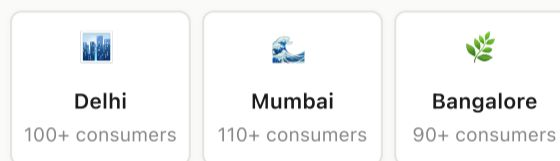


- Established German brand — dermatologist-developed actives, strong EU pharmacy presence
- India identified as priority growth market — premium skincare growing at 18% CAGR
- Zero India presence — no regulatory filing, no distributor, no consumer insight
- Product portfolio not validated for Indian skin types or climate conditions
- European brand equity unrecognised — no trade or consumer awareness in India
- Unsure which city to prioritise, which channel to enter, and how to position clinically

## 02 · BEDFORD'S APPROACH

Research first. Channel second. Partner third.

- Conducted in-depth India market sizing — pharmacy channel, modern trade, and e-commerce segmentation
- Mapped competitive landscape across 40+ cosmeceutical SKUs in the premium derma-beauty segment



- Primary consumer research across 300+ urban women — skin concerns, purchase triggers, willingness-to-pay, and channel preference
- Identified pharmacy as the highest-trust channel for clinically positioned skincare — 68% of respondents preferred derma-pharmacy over e-commerce for first purchase

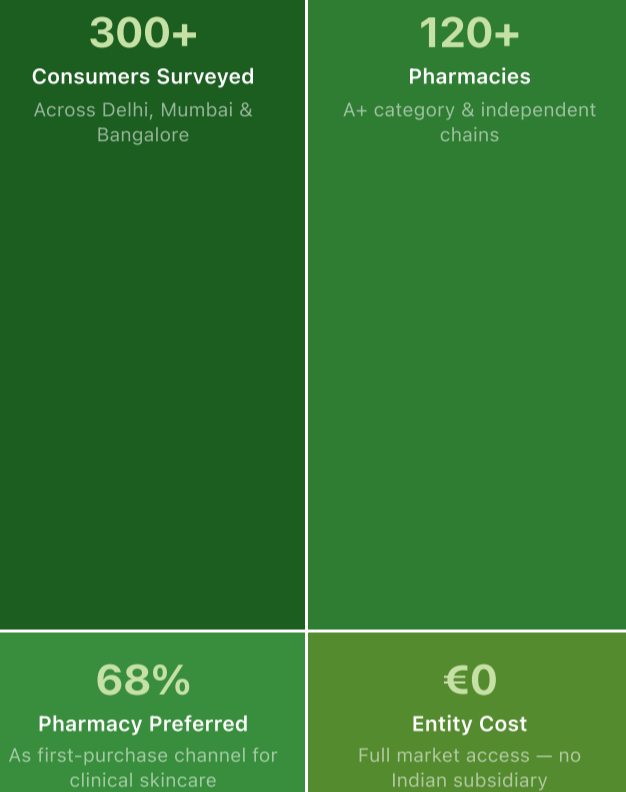
### PHARMACY CHANNEL ENTRY



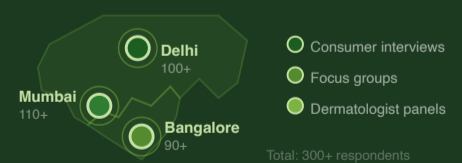
- Due diligence on pharmacy distribution partners — evaluating derma-beauty portfolio depth, dermatologist network, and pan-India reach
- Appointed a Tier-1 pharmacy channel distributor with proven cosmeceutical experience and coverage across 120+ pharmacies across A+ category outlets and independent pharmacy chains
- Developed India positioning strategy — clinical credentials adapted for Indian skin tones and dermatological context

## 03 · IMPACT OF BEDFORD CONSULTS

Market-ready. Channel-activated. Consumer-validated.



### CONSUMER RESEARCH COVERAGE



"Bedford didn't just tell us India was a big market — we already knew that. They told us which consumer, which channel, and which positioning would actually work. The pharmacy-first strategy was counterintuitive to us, but the research was unambiguous. It was the right call."

— Chief Marketing Officer · German Cosmeceutical Beauty Brand · Post-engagement review