

# Growing the Hankie / Facial Category in Sweden



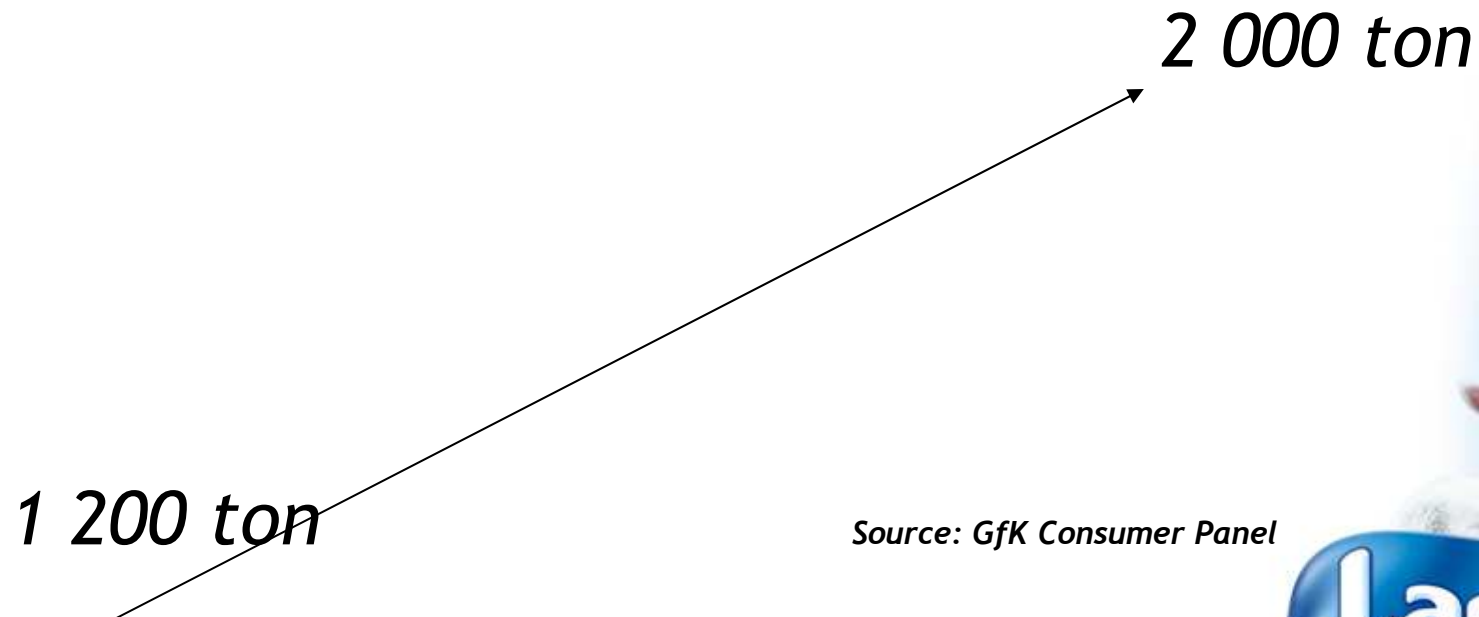
# The Swedish Hankie market has high growth potential

- Very low penetration in international comparison
  - Hankies pocket 20%
  - Facial Box 1%
- Low consumption
  - Average consumer consumption per capita 0,2 kg/year vs. Switzerland 1,9 kg / year
- Few consumer promotions
- Bad visibility in shops
- Aggressive Private Label pricing
- Balm products under 10%



# Hankie Category in Sweden

*Hankie / Facial category has nearly doubled from 2001 to 2005 but potential is to increase almost 10 X*



Source: GfK Consumer Panel



# The Swedish Hankie market

## *Product ranking by value:*

Lambi pocket	18%
Edet bulkpack	8%
Coop pocket (PL)	7%
Eldorado pocket (PL)	7%
Euroshopper pocket (PL)	7%
Kleenex Marq pocket	6%
Kleenex balsam pocket	6%



# Lambi makes Hankie Category grow

- Lambi "owns" softness i consumers mind.
- Lambi has continuously been working with brandbuilding in TV media.
- Lambi Brand has a spont. awareness of 55%.
- Lambi Hankie is continuously supported by print adwertising.
- Lambi has frequent "collect and get" promotions with lamb as softtoys.
- Lambi makes Hankie category visible with display-units.
- Lambi sales representative focus on product availability in shops.



## *Increased visibility and easier access to products are key success factors in the hankie category*



- Hankies often displayed in the cosmetics section → effectively they are hidden from the shoppers
- In store pilots in 24 shops with hankies displayed in the paper fixture during 3 months increased the sales between

**27% - 354% !!!**

