

UL Introduces a Revolutionary Analytics Tool for the Personal Care & Cosmetics Industry

Innovative new product from UL provides insights into trends and interests based on millions of aggregated searches completed by Personal Care & Cosmetics professionals.

UL's Industry Analytics taps into exclusive search data from Personal Care & Cosmetics experts around the world to generate industry-wide insights. This data demonstrates how experts are working, thinking and developing products across the entire industry. This application provides critical information for anyone with an interest in the development of Personal Care & Cosmetics products.

The activity on UL's Prospector® search engine produces a rich repository of users' intentions, which, when analyzed in aggregate, provides predictive insights into demand for new and existing Personal Care & Cosmetic materials, products and markets.

Individuals in the Personal Care & Cosmetics industry, regardless of their role as a manufacturer, supplier, consultant, researcher, etc., often have questions and want to know more about the trends impacting the need for materials, new product development and other topics of interest.

UL's Industry Analytics is an easy to use web-based application allowing you to analyze industry-wide data and trends across key terms, product categories, application interests, timeframes and countries when you want, as often as you want.

Industry Analytics, powered by an unprecedented repository of behavioral data, provides the opportunity to discern trends and anticipate future intentions. Additionally, it provides valuable information to individuals who need critical data to:

- Inform new product development decisions
- Forecast demand for raw materials and applications
- Validate demand and growth for new and existing markets
- Inform market spending and market sizing decisions

Industry Analytics offers:

- Data compiled from millions and millions of searches -- over multiple years -- from industry experts using Prospector
- Current data with regular updates
- Global views with country breakdowns and heat maps
- Term comparisons - enabling cross-comparisons of terms and categories over time
- Top Keyword Searches
- Time frame comparisons enabling quarter over quarter and year over year analysis
- Export capabilities (PDF, JPEG) assisting with charts and graphs for presentations and reports
- Various plans and pricing options are available to address your specific needs
- FREE trial to see the how powerful the data can be

“UL’s Industry Analytics provides customers highly valuable and exclusive search history from Personal Care and Cosmetics experts, offering rich insights into trends derived from years of Prospector search data,” says Henning Schwinum, Managing Director of Prospector.

“With Industry Analytics, users can analyze aggregated information that will help determine how to anticipate and meet the demands of the Personal Care and Cosmetics industry. Industry Analytics customers will have a competitive advantage as they leverage the data to validate hypotheses, identify new trends as well as make investment and business decisions,” says Schwinum.

To learn more, go to www.ulindustryanalytics.com, where you can try Industry Analytics for free or contact a UL Information & Insights representative to learn more.

About UL

UL is a premier global independent safety science company that has championed progress for 120 years. UL’s Industry Analytics and Prospector are information tools that are part of UL’s i&i intelligence suite offering companies trusted insight to easily manage complex global supply chains. i&i provides access to the world’s most comprehensive chemical, material, components and product data, designed to mitigate inventory risk, manage regulatory complexities and improve overall supply chain decision-making processes. UL fosters innovation by providing streamlined, searchable access to essential data necessary to make informed, timely choices about sources, materials, ingredients and finished products. With UL’s i&i tools, businesses can develop safer, sustainable products and save money. For more information about UL visit www.ul.com. Or to learn more about UL’s Industry Analytics visit www.ulindustryanalytics.com.

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