COMPETITOR ANALYSIS

glerups

Our passion is felt

Summary

- Glerups has the product range, design and functionality similar to TUMAR's.
- 50% indoor, 50% outdoor;
- Successful in USA and Canada;
- Positions itsels as a manufacturers, traditional craft professionals;
- Higher price than TUMAR;
- Trustworthy design feel on the website;
- Has optimized B2B platform;

Brand messages

- Relax and recover with GLERUPS;

- Our passion is felt; Craftsmanship;
- Good for human, nature and animal

Target

- Kids, women and men (40+), family
- Oriented towards relaxed life, walks, village outdoor and indoors, slow activities, cozy environments
- Less people, more slippers

Main product

- Indoor slippers and boots

Product categories:

- The slip-ons
- The shoe
- The boot
- Children
- Accessories

Strengths

- Focus: The website is oriented 60% towards B2B and 40% towards B2C user;
- B2B page takes a user into a separate platform specialised on wholesale;
- PRODUCTS page is the online shop which opens all the categories and filtering tool;
- Each product line page is infused with story sections about the brand;
- Each product page contains Products, Care, Size Guide, Press;
- Testimonials;
- Search;
- Worldwide shipping;
- Representations in 5 countries;

Weaknesses

- IG 6200 followers;

GIESSWEIN

Summary

- Giesssein has a clear target audience. It can be felt on the website, product positioning and social media;
- 90% outdoor, 10% indoor shoes;
- Most active competitor on social media and engages with their users;
- Prioritizes sneakers as lightweight and comfortable shoes;
- Communicates easy moving, happy and healthy people and bright colors on the website;

Brand messages

• Merino wool sneakers;
• Extra light. Extra soft;

• Wool innovators;
• We've found a new way to process wool while producing 0% waste;

Target

- Young women and men (30+/-)
- Beautiful models with healthy and thin body;
- Oriented towards easy movement: Casual style, sporty mood, dancing, resting, jumping;

Main product

- Sneakers

Product categories:

- 90% Outdoor sneakers;
- 10% indoor slippers;
- Flats

Strengths

- Focus: The website is oriented towards B2C user and basically is an online shop;
- B2B pspecialised platform;
- Chatbot
- Sitemap
- Giesswein store and store locator
- Testimonials
- Share your style
- The most active on social media, than all the competitor brands:
- IG 40+K followers
- Calls for collaborations and brand ambassadors;
- Campaign "Share your Giesswein style by tagging #giesswein for a chance to be featured!"
- Youtube videos;

Weaknesses

- B2B platform link is available only on the footer and not really noticable;

BAABUK

Summary

- Babuuk highlights its customization feature as a competitive advantage and promotes it as a social project;
- 60% outdoor, 40% indoor shoes;
- Very actively promotes its openness, social impacts and sustainability;
- Highlights itself as a Swiss materials, traditional craft and responsible brand;

Brand messages

• Authentic to the past. Responsible to the future. Distinct designs for all seasons and situations.

Target

- Women and men, age 30-40;
- Home, happy people, bright colors, restful mood;
- Casual style;
- Nature, green environment at home;

Main product

- Sneakers: Urban Woolers;

Product categories:

- Everyday sneakers;
- Slip-ons; high tops;
- Slippers (less), flats, loafers;

Strengths

- Focus: The website is oriented towards B2C user and basically is an online shop;
- Stands out from its competitors by allowing customers to customize via its social project "Babuuk by You";
- Highlights its positive socio-economic impact to the poor countries and employing disabled people locally;
- Responsibility page;
- Clear CTAs;
- Animations;
- Testimonials;
- B2B: If Page partners calls to email if interested in partnering, but it is not highlighted enough to make it strong;
- Partners page lists out the collaborations and partnerships;
- Retailers: lists out its 54 retailers across European countries;
- Lists out the media agencies which pulished about them;
- B Certified;

Weaknesses

- B2B platform link is available only on the footer and not really noticable;

Lahtiset

Summary

- The least active among all the competitors, both on the website and social media;
- Positions itself as a the only handmade boots manufacturer in Finland;
- The online shop must be optimized;
- The website and product design feels distanced from a users;
- Modernized product lines could be targetted and presented better.

Brand messages

- Finish tradition boldly combines with modernity;
- Handmade;

- Lehtiset family tradition in Finland since 1921;

Target

- Not really clear who is their target;
- Mainly women and kids;
- Cozyness, time stopped feeling;

Main product

- Slippers (very bright colors);

Product categories:

- Housing and cottage;
- Sneakers;
- Slip-ons;
- To the trip;

Strengths

- Focus: The website is oriented towards B2C user and basically is an online shop;
- Designer collaboration shoes are separated from the rest adn draw attention with their modernised design;
- Share your style feature;
- FAQ opened in the homepage;
- I made your shoes campaign;

Weaknesses

- B2B: No mention or link to B2B;
- Website design is not modernized despite the brand message "tradition boldly combines with modernity";
- Text heavy;
- Not so good quality of product photos;
- No photographs with people wearing the product;
- Homepage highlights "Success Story", but it is a long text and the website design does not really give an impression of a successful company;

SIMILARITIES

Similarities

- Key value: All the brands highlight sustainable as thir strength;
- Brand story: All the brands use their social impact, family traditions and story as their uniqueness;
- Product range: All the brands offer both indoor and outdoor shoes;
- Shop vs B2B: All the brand have online shop as their main website and add B2B CTAs as an additional feature;
- Location: All the brands are located in the European countries with stable economy;
- Customer reviews: All brands provide product testimonials from their customers and "Share your style" campaigns;