

ANALYTIC NETWORK PROCESS (ANP): AN APPROACH TO ESTIMATE THE COLOMBIAN BABY DIAPERS MARKET SHARE

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ABSTRACT

Colombian baby diapers market is aggressive, competitive and dynamic. For this reason, Kimberly-Clark Corporation in Colombia is interested on knowing how the relevant components of the diapers market affect their brands' market share. Considering that the conditions of the problem are adjusted perfectly to the ANP structure, we developed a model based on this tool to estimate the market share for the Corporation diapers' brands. The relevant components on the model are: principal brands, consumer preferences, distribution channels, segments, and Colombian regions. The results were validated by comparing the ANP model's estimations with market share's ones done by Nielsen. These results show that there is no significant difference between the ANP results and the Nielsen statistics. Results also indicate that the model is a good approach to represent this market's behavior, and, therefore, Kimberly Clark Corporation in Colombia is willing to implement the model.

Keywords: Analytic Network Process, market share, diapers

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