

Massage Company Enters UK Market Successfully In the Whitgift



Customer

The Massage Company
International Ltd

Location

The Whitgift
Croydon

Industry

Consumer Goods



Background

- Has retailed handheld massagers since July 2007
- Has sold over 100,000 units within Scandinavia alone (85% of these in Norway)
- In 2010, due to the immense success of the product in Norway, it decided to expand into other European countries including Denmark, Sweden and the UK

Venue

- A leading, cutting edge retail destination in the heart of Croydon, part of the heavily populated and consumer-orientated south London conurbation
- Regularly attracts 2.2 million consumers each month, has an impressive 51,096 square metres of retail space and 140 stores set over two floors, making it the second largest covered centre in the South East of England
- The Whitgift's tenant list includes top high street retailers, as well as specialist independent stores such as Bijou Brigitte, Blue Turtle and YC London

Retail Activity

- Whitgift is their first UK retail outlet, which they have used as a trial in 2011 to launch their product to the UK market
- They have been pleased with their level of sales throughout this period

Future Plans

- Looking to further build their presence in the Whitgift Centre, while scoping the potential for future growth in the UK

"Our promotion at the Whitgift has provided a great platform from which we were able to launch our product in the UK. It has generated consistent sales, which are increasing week-on-week."

Mark Holgate
Project Director
The Massage Company International Ltd