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**NATURA SIBERICA: SUCCESSFUL BRAND LOCALISATION
IN THE LIGHT OF THE NATIONAL SPECIFICS**

This paper examines the problem of the effective brand adaptation to different markets and customers in the context of the country's peculiarities. The topic of the research is relevant since in the context of increasing globalization and changing consumer preferences, the study of the successful localization of the Natura Siberica brand highlights the importance of tailoring to local cultural characteristics to achieve international success in the cosmetics industry. The purpose of the study is to identify strategies for localization of the Natura Siberica brand. The scientific novelty of this study lies in the initial comparison between the localization strategies of the Belarusian cosmetics brands and the successful experience of Natura Siberica in the Russian market.

The research aims to identify Natura Siberica localization strategies in different countries and compare Belarusian cosmetics brands with Natura Siberica including prices for shampoos set by Natura Siberica brands.

The practical significance of the research lies in the opportunity to help companies develop competitive strategies in the cosmetics market. Theoretical basis of the research is Russian and foreign sources of literature, the official website of Natura Siberica.

There are successful localization strategies of Natura Siberica such as adaptation of packaging and product design, marketing strategies, product range, distribution, pricing, quality, and certification. For example, the Wild Siberica Saaremaa, Wild Siberica Faroe, and Natura Siberica Loves Estonia cosmetic lines are produced and sold exclusively in Denmark, Copenhagen, and Estonia, respectively.

A comparative analysis of Natura Siberica and major Belarusian brands shows how the difference of the product differentiation fuels the competition of brands, directing from the simple product competition to the added value of the brand. Natura Siberica and Bielita Vitex belong to the middle-price segment, while Belkosmex is in the low-price segment. Natura Siberica ranks first in terms of marketplace availability, while Bielita Vitex has the widest range of products. As for the target audience, Natura Siberica includes consumers who value natural products, while Bielita Vitex and Belkosmex attract consumers focused on low-price segment. Natura Siberica and Belkosmex product lines are represented by care cosmetics for face, body, and hair, while Bielita Vitex has care and decorative cosmetics.

The key advantages of Natura Siberica are brand localization, cooperation between countries, a wide range of products, eco-friendly manufacturing, and customer orientation. It is worth expanding the range by adding decorative cosmetics for face, body, and hair. Moreover, the brand should pay more attention to modern ways of promoting its product, for example, by means of advertising through bloggers, SEO and SMM promotion, cosmetics exhibitions, and mass media.