

COMPETITOR ANALYSIS

A comparison table for the brands **Madimack** Australia, **Fluidra**, **Maytronics**, and **Pentair** based on their product range, pricing, target market, technology, customer service, and market positioning and social media strategies.

PRODUCT RANGE, PRICING AND TARGET MARKET

BRAND	PRODUCT RANGE	PRICING	TARGET MARKET
Madimack	Energy-efficient pool equipment and accessories	Mid-range	Residential and commercial
Fluidra	High-end pool equipment, accessories, and automation	High-end	Luxury residential
Maytronics	Robotic pool cleaners and other pool maintenance tools	Mid-range to high-end	Residential and commercial
Pentair	Pool equipment, pumps, filters, heaters, and automation	Mid-range to high-end	Residential and commercial

TECHNOLOGY, CUSTOMER SERVICE AND POSITIONING

BRAND	TECHNOLOGY	CUSTOMER SERVICE	MARKET POSITIONING
Madimack	Variable-speed technology, Wi-Fi connectivity, and automation.	Dedicated customer service team with prompt response times.	Eco-friendly and sustainable pool solutions that offer quality, reliability, and value for money.
Fluidra	Fluidra Connect platform, variable-speed technology, and automation.	Comprehensive customer service with online resources and mobile app.	Premium and high-end pool products that offer innovative technology, luxury design, and superior performance.
Maytronics	Advanced mapping and navigation technology and mobile app control.	Responsive customer service with technical support and online resources.	Innovative and high-tech pool products that offer superior cleaning performance, efficiency, and ease of use.
Pentair	IntelliCenter control system, variable-speed technology, and automation.	Extensive customer service with online resources, mobile app, and technical support.	Quality and performance-focused pool solutions that offer reliability, efficiency, and ease of use, backed by advanced technology

SOCIAL MEDIA STRATEGY

BRAND	SOCIAL MEDIA STRATEGY	SOCIAL MEDIA FOLLOWING	MESSAGING
Madimack	Active on Facebook, Instagram, and LinkedIn, focusing on product highlights, promotions, and new product launches	Facebook: 1,000+ followers, Instagram: 800+ followers, LinkedIn: 100+ followers	High quality and efficient products with expert industry knowledge and exceptional customer service
Fluidra	Active on Facebook, Twitter, and Instagram, focusing on product highlights, luxury lifestyle, and industry news.	Facebook: 4,000+ followers, Instagram: 6,000+ followers	Innovative technology and design, luxury and high-quality products
Maytronics	Active on Facebook, Twitter, and LinkedIn, focusing on product features, industry news, and customer service.	Facebook: 9,000+ followers, Instagram: 3,000+ followers, LinkedIn: 17,000+ followers	Advanced pool cleaning technology, superior quality, and efficiency
Pentair	Active on Facebook, Twitter, and Instagram, focusing on product features, industry news, and customer service.	Facebook: 50,000+ followers, Instagram: 12,500+ followers, LinkedIn: 237,000+ followers	Reliable and efficient products that offer superior performance and easy maintenance