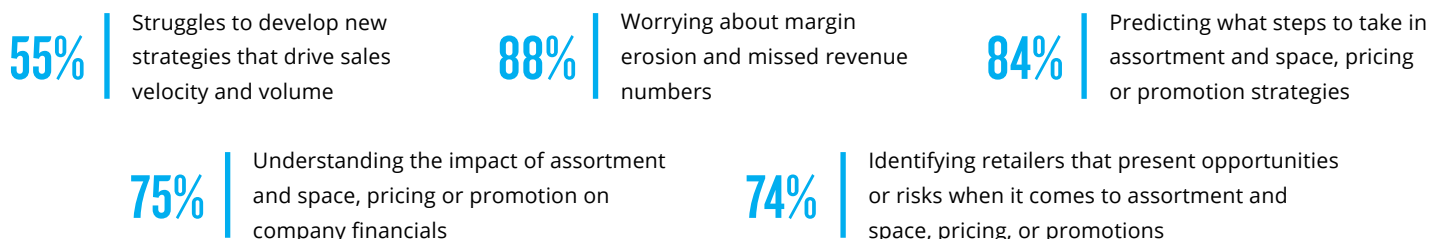


3 WAYS CPG MANUFACTURERS CAN OPTIMIZE GROWTH STRATEGIES

Consumers' evolving behaviors, coupled with more variety on shelf and increased competition from emerging brands, can hinder your product's growth. How can you adapt quickly to continue driving category leadership and sales success?

A Nielsen survey conducted in late 2019, prior to the onset of COVID-19 highlights those and other challenges facing CPG manufacturers, including:



THREE APPROACHES TO IMPROVE MARKETING STRATEGIES

ASSORTMENT & SPACE

Challenge: 55% of CPG manufacturers struggle to create new strategies that drive sales velocity or volume

Solution: Use assortment metrics and analytics to boost the prominence of your brand and fire up sales in the most fundamental way—through an optimized shelf and aisle placement—and leverage accurate incrementality measurement for effective category planning and sales forecasting.

PRICING

Challenge: 81% of CPG manufacturers find it challenging to price competitively while protecting margins

Solution: Strengthen your negotiating power with the help of data that displays optimized pricing. Price models and learning simulations will show retail partners that your pricing is very well-positioned compared with your competitors' pricing levels.

PROMOTION

Challenge: 33% of CPG manufacturers believe their investment in promotions is wasteful

Solution: Many factors can impact the success of your promotions, including the type and location of your display, feature, feature plus display, and price multiples (such as 2 for 5 vs. \$2.50 price point). Use data-driven promotional optimization solutions that identify the most important vehicles, cadence, and discount levels to encourage shoppers to buy your product, and maximize your ROI.

Drive growth in a changing marketplace

Winning in today's fiercely competitive retail market requires having the most reliable, accurate, and timely data. As a CPG manufacturer, you face the added challenge of asserting your category leadership, adapting faster to disruptive trends, and competition from large and emerging companies wanting your market share.

Learn more about optimizing your product assortment and space, pricing, and promotions – download now:

Article: Adapting Your Shelf Strategies During Disruptive Times

Worksheet: The 11 Essential Steps to Evaluating Your Assortment, Pricing and Promotion Strategies

[Contact Nielsen today to learn more or request a demo](#)