

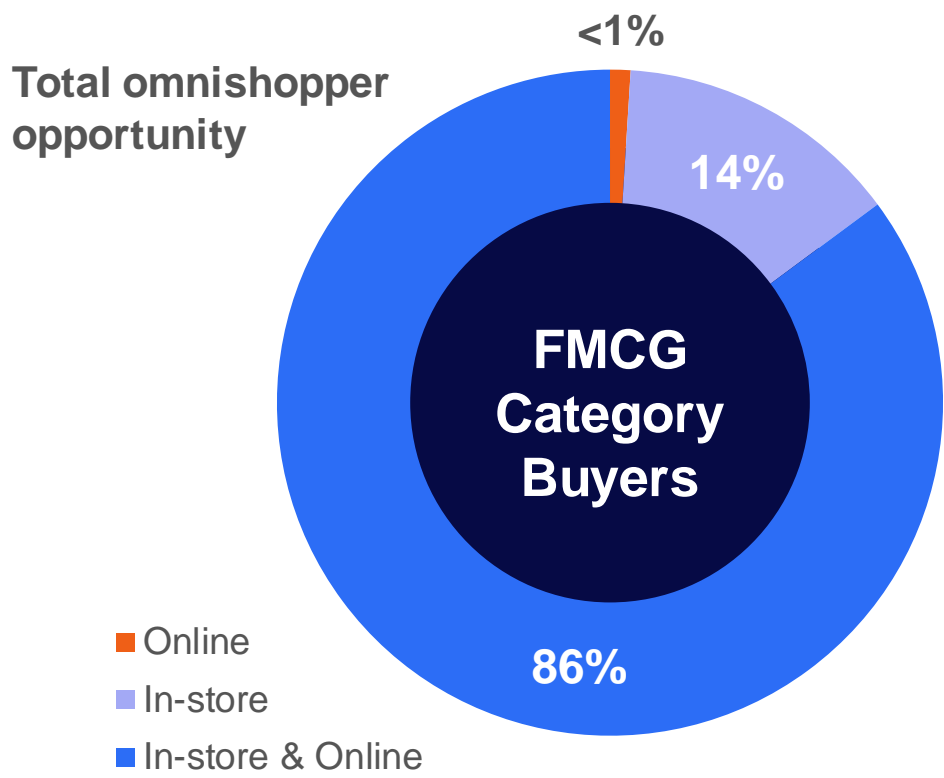


Winning with incremental innovation requires the Full Omnichannel View

The essential guide for launching successful incremental innovations in the omnichannel environment

Critical to innovation success is understanding how current products are performing in the market – both online and offline. The savviest of CPG brands use in-market data to inform future product reformulations for incremental innovations.

1. Get a unified view into the Full Omnichannel Landscape



Gone are the days of looking at product performance via the lens of in-store or online only. The customer of today is an omnichannel shopper. CPG brands require omnichannel data to identify opportunities for incremental innovation and to fully understand how their customers are engaging with new products and products currently across channels.

Source: NIQ Omnishopper, Total US, 52 weeks ending 12.31.22

2. Succeed with your best Omnichannel products

Product innovation doesn't need to be revolutionary. Incremental innovations or reformulations of existing products can keep your products fresh and reinforce brand loyalty for consumers. To fully understand the right products to invest in, you need omnichannel data.

Source: NIQ BASES research

50% of strong concepts fail because of poor product!

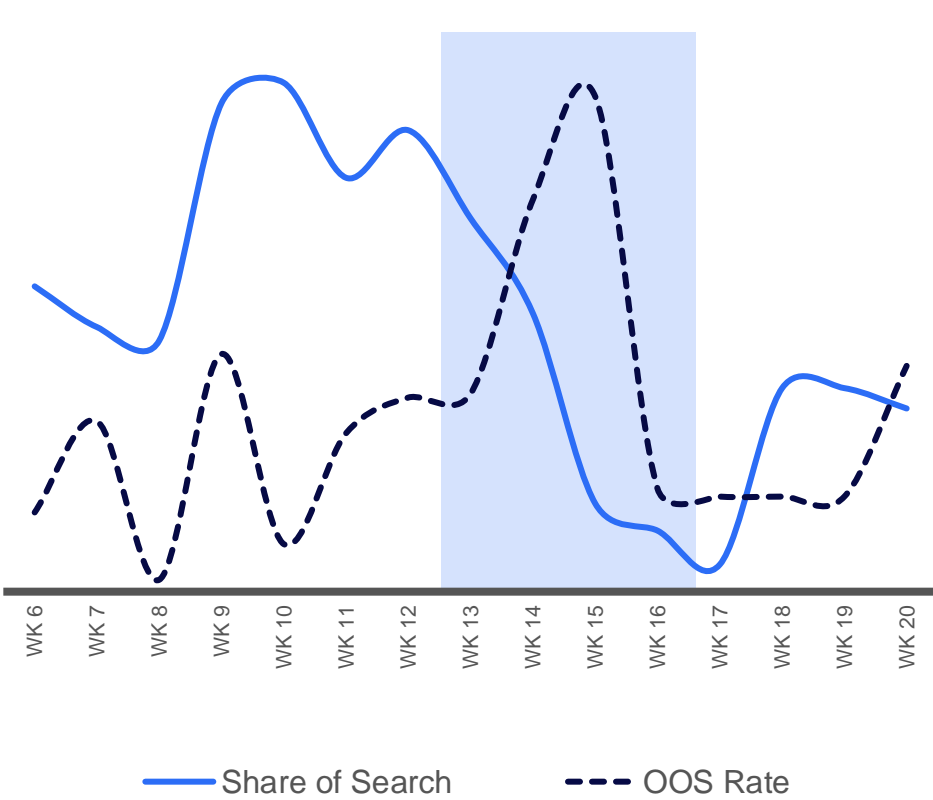
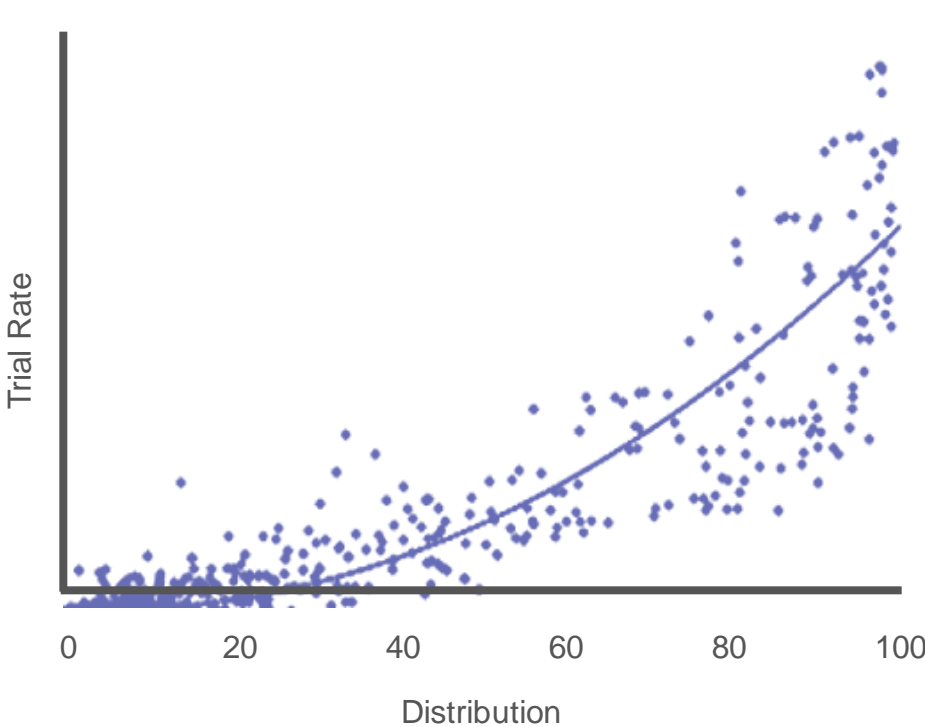
3. Earn & keep your place fast

But investing in new product innovation is only half the battle. For a product to succeed in both in-store and online in the current hyper-competitive environment, winning in store via distribution, shelf placement, and online via the algorithms that drive online distribution and visibility is required.

Distribution: Be accessible
Brands must be **available** to grow

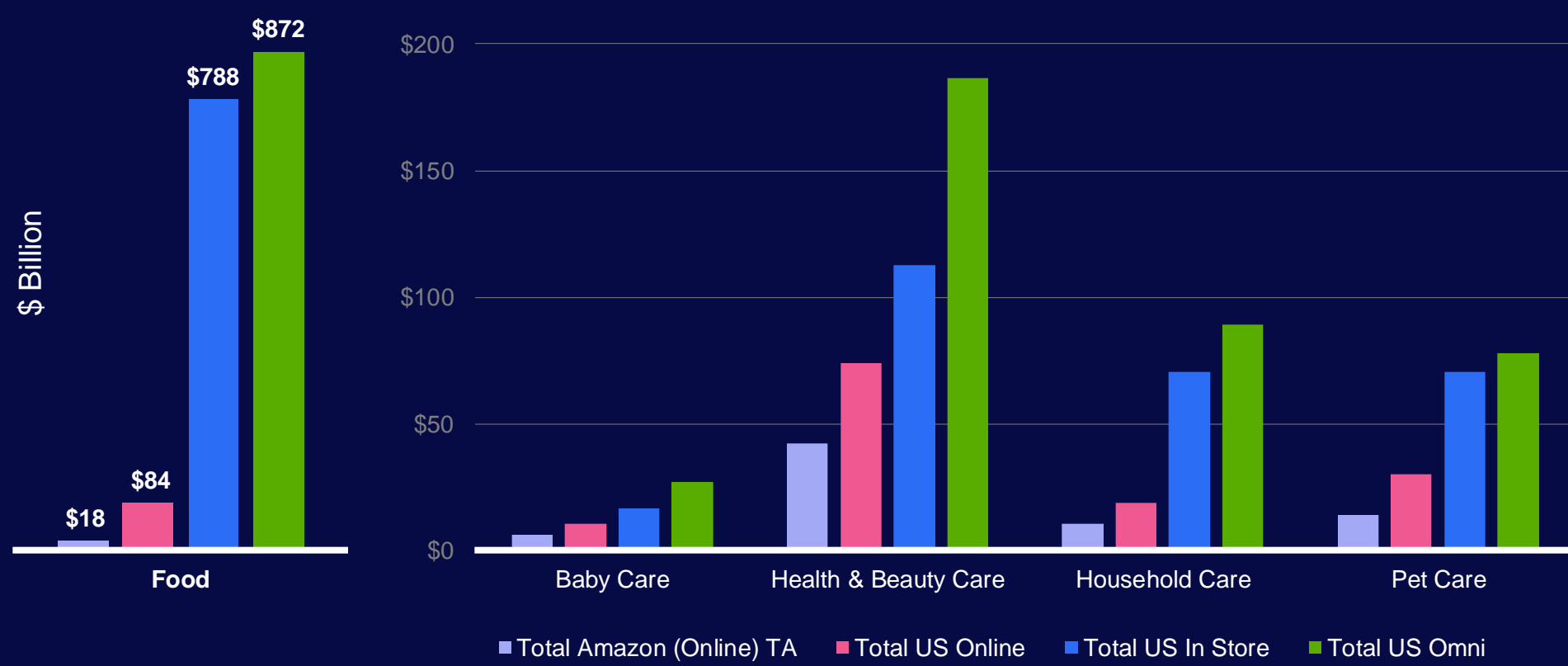
Awareness: Be visible
Brands grow by **presence**

Retailer X
"Detergent" Keyword



4. Eliminate the Amazon Blind Spot

The U.S. Omni Landscape Across Departments



One typical, often overlooked data source in the Omni environment is Amazon. But no view is complete without Amazon data. Improving visibility requires an accurate, *Full View* into your Omnichannel landscape that includes Amazon, which, in turn, flashes a light on your blind spots.

Source: NIQ OmniSales Measurement, NIQ Amazon Sales & Share, Total US, Prev 52 Wks - w/e 01/28/23

5. Staying ahead of the game with 3P & DTC

Innovation in CPG is increasingly emerging beyond brick-and-mortar shelves. A true view of innovation in your category requires keeping pace with up-and-coming digitally native DTC brands and fast-growing brands selling on Amazon's 3P marketplace.



IN CONCLUSION

The past decade has shown innovation doesn't have to be disruptive or radical to make a huge impact on revenue. To make informed incremental innovations that win on shelf and online, brands need a holistic Full View into how current products are performing in the market.

No data set is complete without the Full View into the omnichannel, including Amazon.

Interested in learning more about the omnichannel? Get into touch with your NIQ representative!