

Decoding the data of today and *tomorrow*



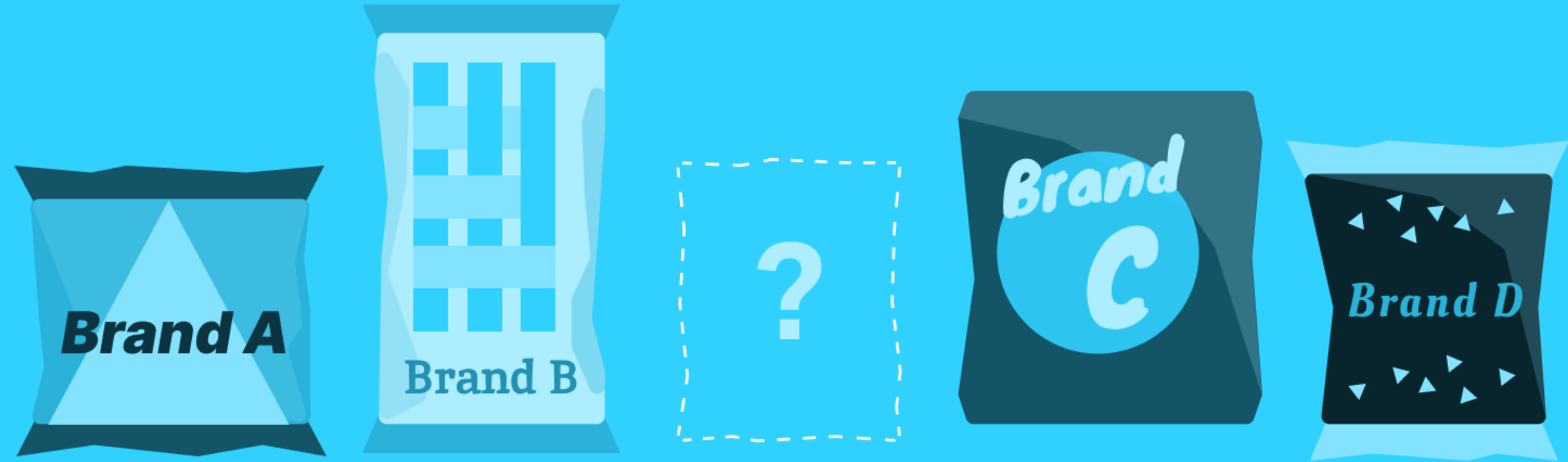
In the dynamic world of CPG, data and analytics play a crucial role in success; but all too often, data stacks are disconnected or isolated across organizations.

See how an “end-to-end” data provider can optimize a CPG product journey from start to finish.

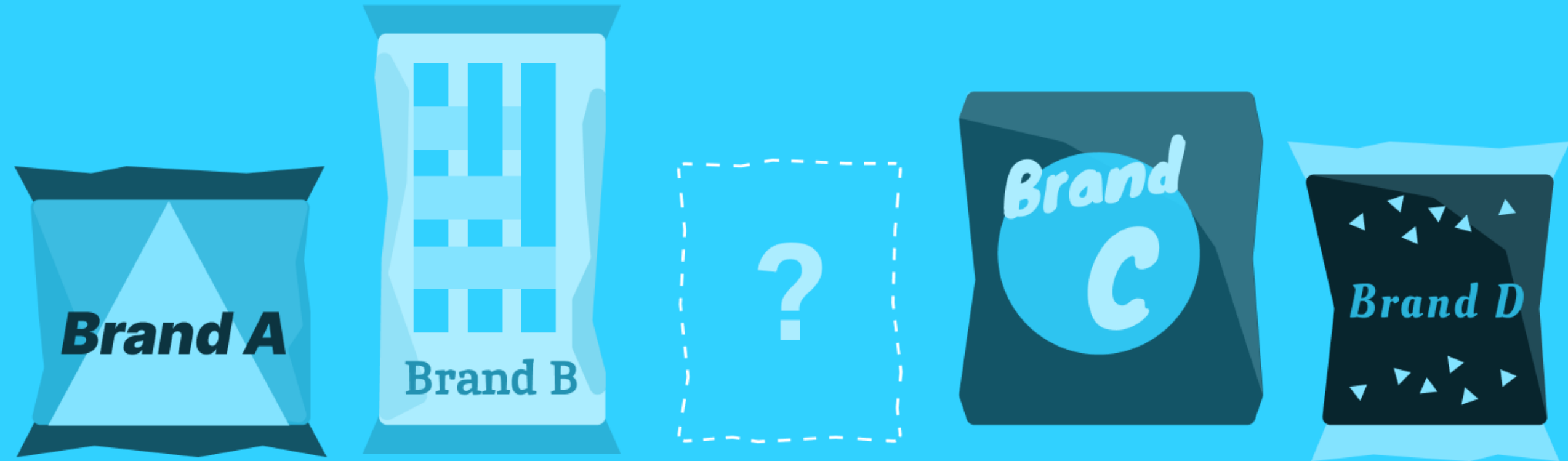


Innovation

Innovation success is possible—and predictable.



Innovation success is possible—and predictable.



With the right provider, you can innovate more efficiently—in any category, in any market



At the beginning of your product journey, end-to-end solutions can help you decide:

Where is my growth potential in the market?

Who are my target consumers?

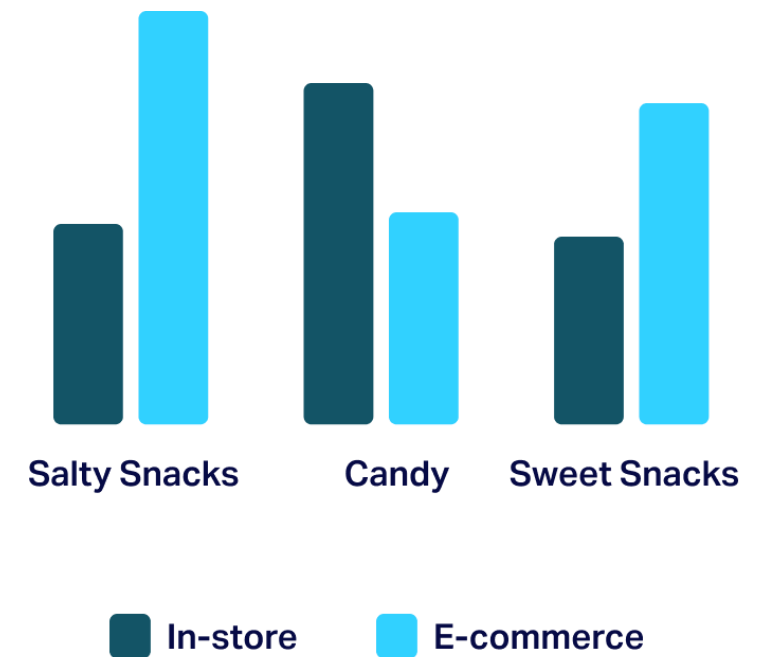
What product attributes are important to my target consumers?

To understand your full growth potential, you'll need in-store and online (**omnichannel**) data.

Without it, you run the risk of **missing as much as half your addressable category**, market trends, consumer behavior, and competitors.

With omnichannel intelligence from **NIQ E-commerce** data, you can evaluate potential threats from competitors and opportunities for growth in your space.

[NIQ E-commerce](#)



At the beginning of your product journey, end-to-end solutions can help you decide:

Where is my growth potential in the market?

Who are my target consumers?

What product attributes are important to my target consumers?

To create a successful innovation, you'll need to understand your category or segment buyers.

NIQ Omnishopper gives teams online and offline shopper insights.

Granular **consumer and sales insights** complete the picture so your team can identify specific unmet consumer needs — the foundation of successful innovations — that will also help inform packaging, pricing, and marketing strategies.

[Omnishopper](#)

[Data Impact](#)

Health Snacks

Boomers



Gen X



Millennials



Gen Z



At the beginning of your product journey, end-to-end solutions can help you decide:

Where is my growth potential in the market?

Who are my target consumers?

What product attributes are important to my target consumers?

With the right data provider, you can even measure what's important to your target consumer.

Full-service providers can measure the market through the lens of claims, certifications, and ingredient-level product characteristics.

With granular attribute-level insights, you can decide with confidence how to grow more, faster.

[NIQ Product Insight](#)

High Protein



Organic



Keto

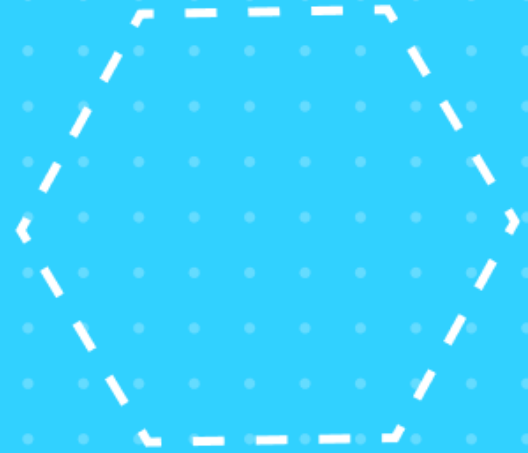


Gluten-Free



None of the above





Time to innovate.



With the right tools and expertise, you can take the old art of product innovation to a science.



You're ready to innovate. True experts can help you decide:

Which white space opportunities are worth pursuing?

Which of our innovation concepts will give my GPG product a competitive edge?

How do consumers perceive my new product?

Build your brand for the future with in-depth analysis of current white spaces.

Develop winning strategies for your brand based on understanding unmet consumer needs and potential future trends.

BASES Brand Architect



You're ready to innovate. True experts can help you decide:

Which white space opportunities are worth pursuing?

Which of our innovation concepts will give my GPG product a competitive edge?

How do consumers perceive my new product?

Confirming which of your innovation concepts is most viable used to be time consuming.

Capabilities like BASES Quick Screen's offer overnight results, so you get all-important consumer feedback to inform your process early on.

BASES Quick Screen



You're ready to innovate. True experts can help you decide:

Which white space opportunities are worth pursuing?

Which of our innovation concepts will give my GPG product a competitive edge?

How do consumers perceive my new product?

New products that fail to satisfy consumer expectations only have a 5% chance market success.

But stress-testing new products in consumer's homes is a commonly skipped step.

BASES Quick Use enables fast, easy testing and result analysis, so you can make crucial adjustments without compromising your launch timeline.

BASES Quick Use





Pricing and Promotion Planning



2x Protein!



CRISPOLOGY

**Pricing and promotion
are two of the most
important marketing
levers for your brand.**





But the pricing and promotion game has changed. See how an end-to-end solution provider can help build a more effective strategies for a new post pandemic era.



The price and promo game has changed. A trusted CPG data partner can help you decide:

What are my competitors' price points and strategies?

What promotional activities and discounts will help me gain market share?

How can we monitor and adjust pricing and promotions in real time?

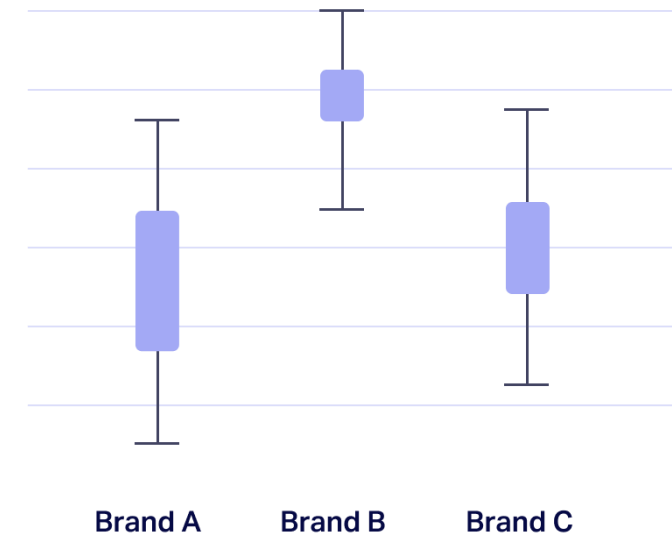
While retailers have the final say in setting prices, brands play a crucial role in pricing strategy.

With **NIQ Retail Measurement Services (RMS)** data you can analyze prices of competitive products.

Comprehensive performance data can help you identify a pricing sweet spot and strategy that avoids margin losses and wins consumers.

NIQ Retail Measurement Services (RMS)

Avg. Price Range by Brand



The price and promo game has changed. A trusted CPG data partner can help you decide:

What are my competitors' price points and strategies

What promotional activities and discounts will help me gain market share?

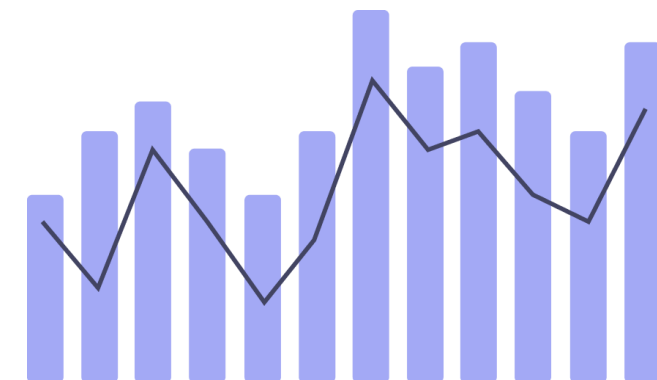
How can we monitor and adjust pricing and promotions in real time?

Thanks to analysis of product attribute data, you'll know what ingredients, certifications, and your target audience is willing to pay extra for.

Now you can uncover your price elasticities and set your optimal promotional prices.

Armed with this intel, the you can strategically plan promotions to maximize revenue and avoid over promotion.

Price & Promotion Analytics



■ Monthly Sales ■ % On Promo

The price and promo game has changed. A trusted CPG data partner can help you decide:

What are my competitors' price points and strategies

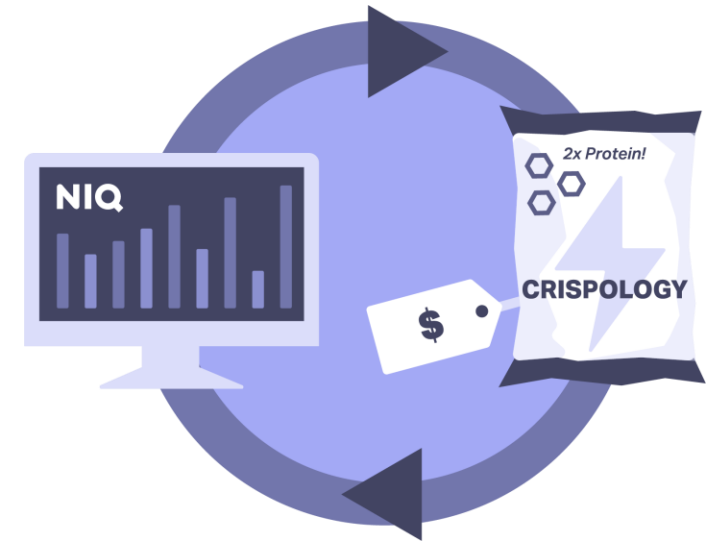
What promotional activities and discounts will help me gain market share?

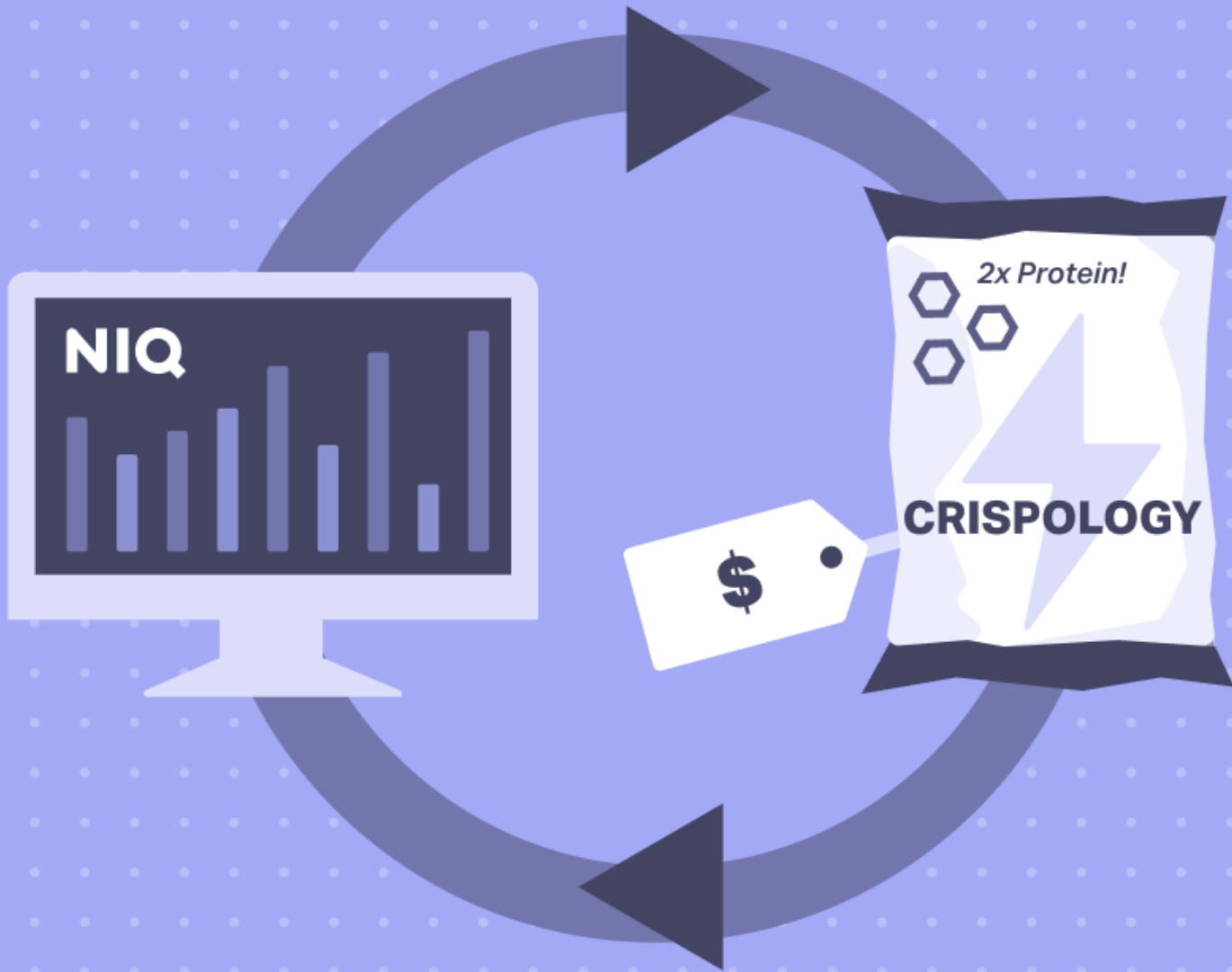
How can we monitor and adjust pricing and promotions in real time?

You can take your pricing strategy to the next level with advanced analytics tools that continuously monitor market dynamics, including competitor strategies and consumer feedback.

With the right solution, you won't need costly, time-consuming pricing studies—you can make informed decisions based on product performance and market conditions, in real time.

[NIQ Revenue Optimizer](#)





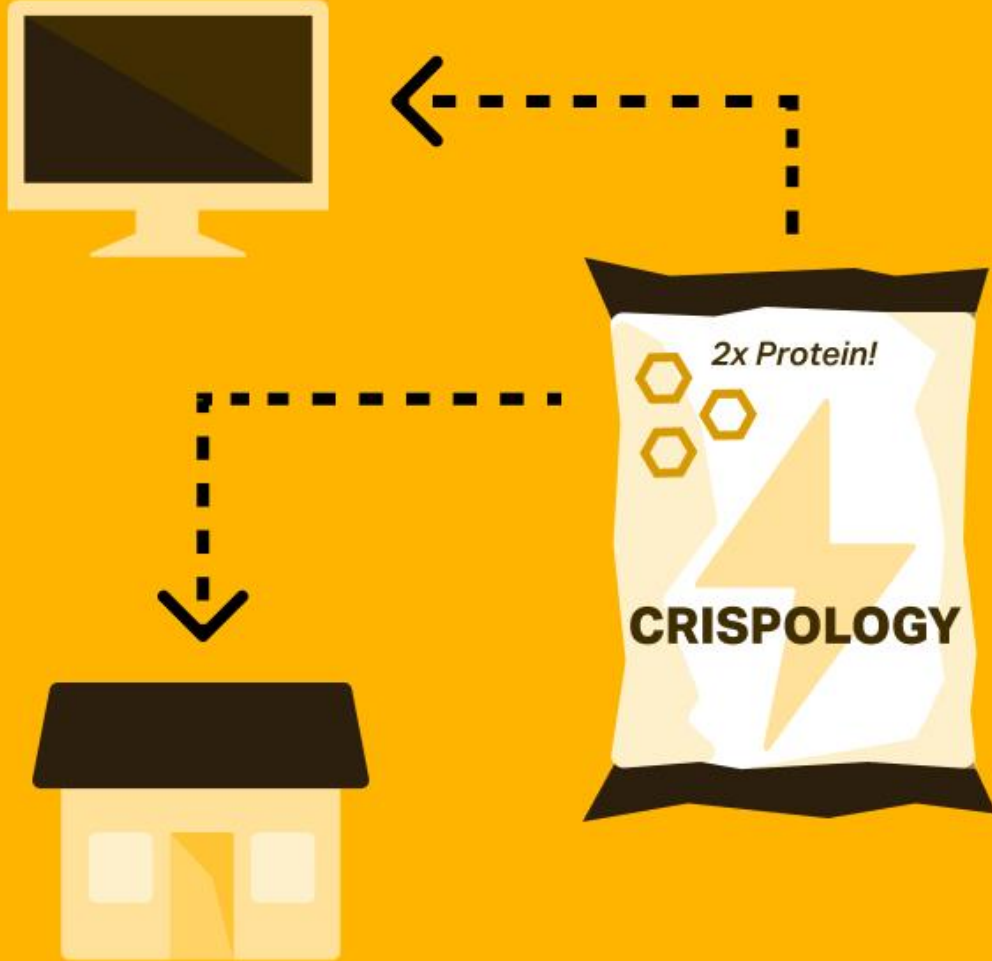
With *pricing strategy* set,



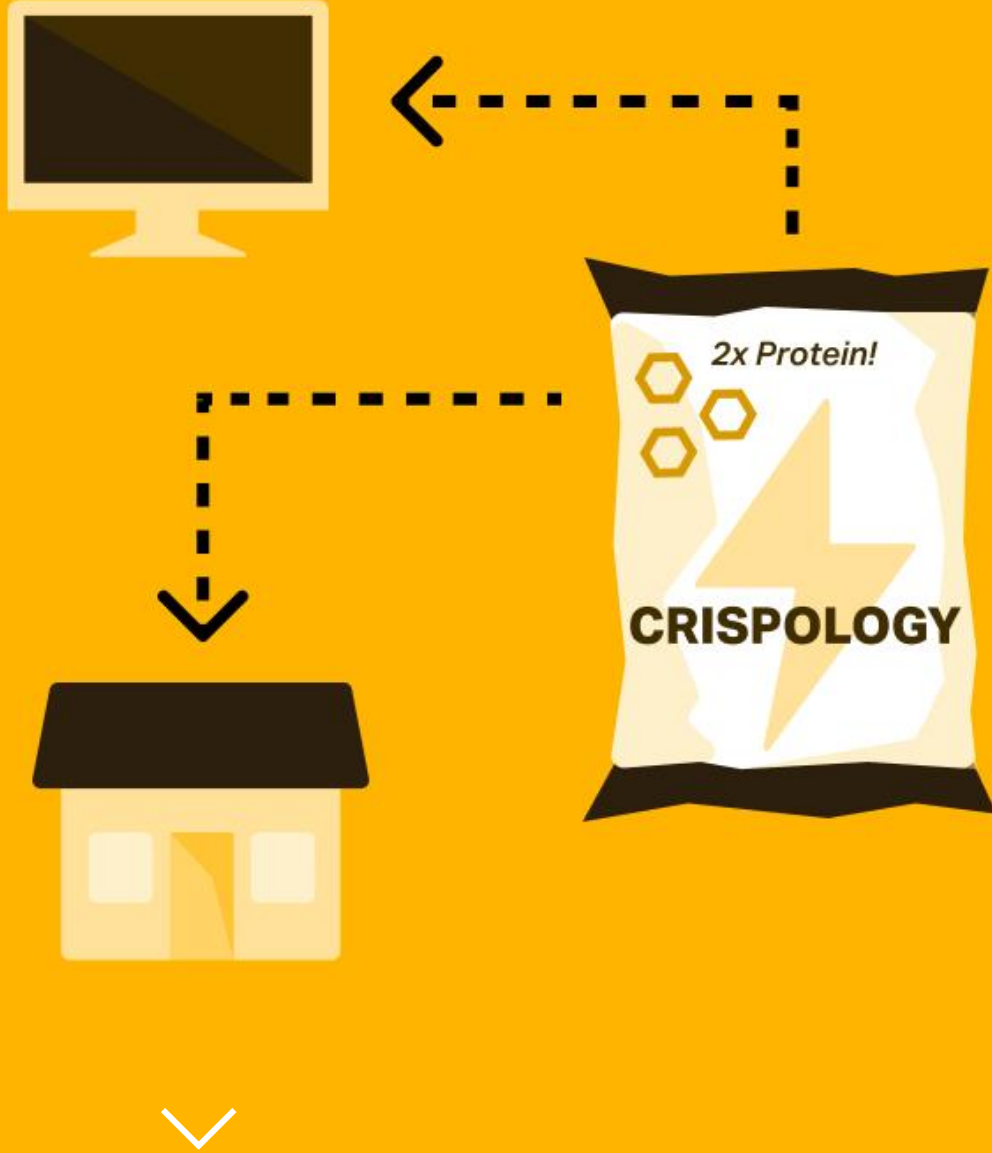
you set your sights
on *distribution*.



Distribution Strategy



Your success hinges on getting your new snack into the right stores and online retailers.



Your success hinges on getting your new snack into the right stores and online retailers.
This is a complicated undertaking that you can simplify with precise, relevant data and analytics.

With your distribution strategy, the right data provider can help you decide:

Which channels represent the biggest opportunities for my product?

Which customers should I target for market execution and retail channel development

How can I create and test targeted local strategies, and replicate success?

With [NIQ Omnisales](#) you can see how your category's sales are shifting across channels, and access granular sales and share data to inform offline *and* online strategies.

[NIQ Omnisales](#)

With your distribution strategy, the right data provider can help you decide:

Which channels represent the biggest opportunities for my product?

Which customers should I target for market execution and retail channel development

How can I create and test targeted local strategies, and replicate success?

Store-level and demographic data from **NIQ Spectra** and **SSI** can complete the picture for your multi-channel strategy—including which consumers represent the biggest growth opportunities for your product and where they're located within your target market.

See who is shopping—and who could be shopping—in stores in your target regions, and eventually rank the sales potential of products in specific stores.



Spectra & SSI

With your distribution strategy, the right data provider can help you decide:

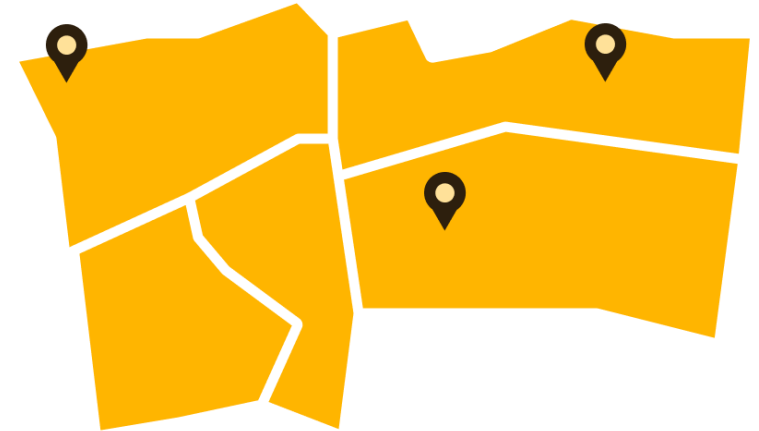
Which customers should I target for market execution and retail channel development

How can I prioritize the sales potential of products in individual stores?

How can I create and test targeted local strategies, and replicate success?

When your product launches, you can use **NIQ Precision Areas**, a powerful interactive tool, to zero in on the fastest-growing locations within your category and competitive set, at a **neighborhood level**.

Use your insight on what's working to focus execution more efficiently and gain an edge with hyper-local strategies.



[Precision Areas](#)



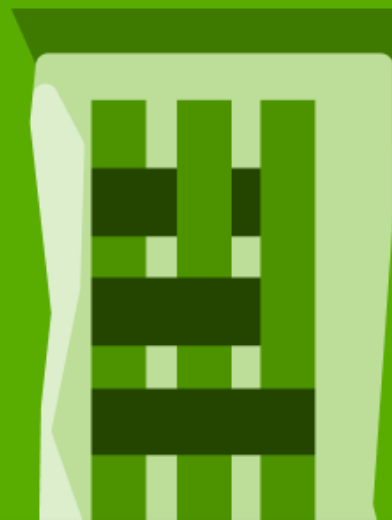


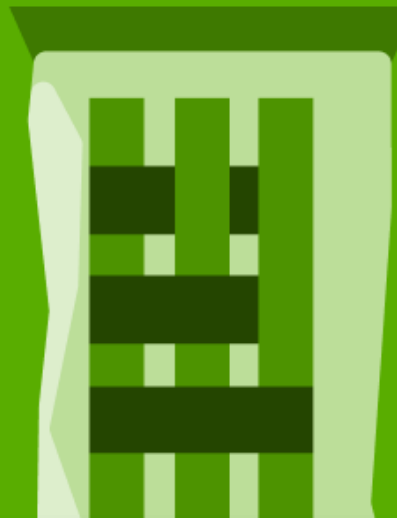
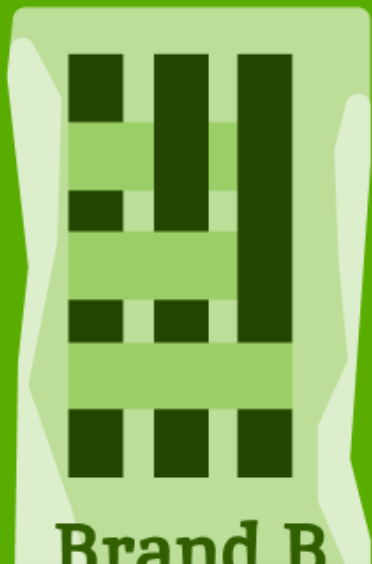
**You have the perfect plan for ideal
retailers; *now it's time to plan
the right assortment.***



Assortment Planning

You need the right snack assortment in the right places to delight your customers.







But planning for in-store pickups, click-and-collect fulfillment, annual shelf resets, and putting the right products in the right stores is a massive logistical undertaking.



The right data at the right time can make a big difference when it comes to fine-tuning assortment. The right provider can help you decide:

How can I simplify my assortment and better organize and visualize the shelf?

What is my optimal product mix?

How can I ensure that my products are in stock when consumers search for them online?



Securing shelf space is the #1 way to drive sales, so can lean on NIQ data and tools to maximize assortment success. **NIQ Shelf Architect** can help you simplify assortment and merchandising planning for more seamless execution—while minimizing risk.

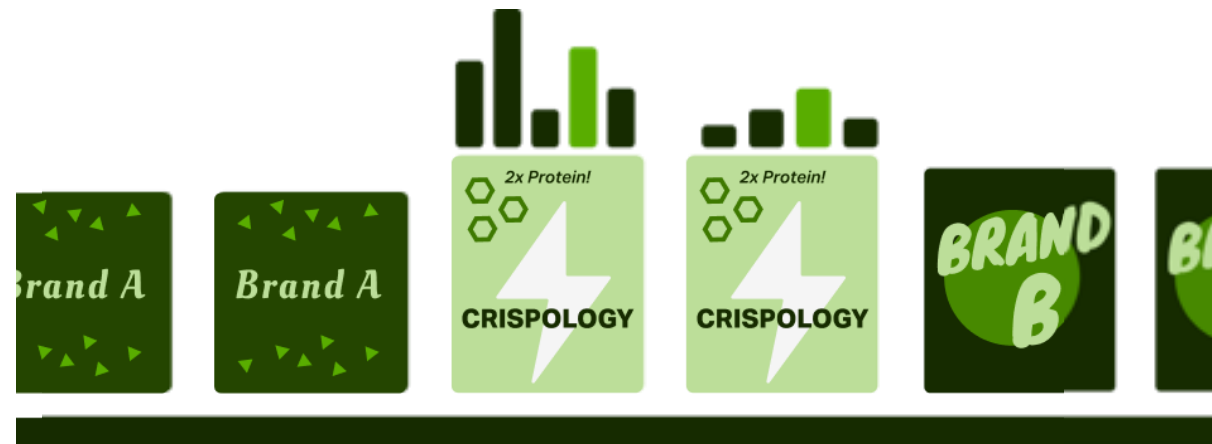
[NIQ Shelf Architect](#)

The right data at the right time can make a big difference when it comes to fine-tuning assortment. The right provider can help you decide:

How can I simplify my assortment and better organize and visualize the shelf?

What is my optimal product mix?

How can I ensure that my products are in stock when consumers search for them online?



Assortment is never the same between retailers. However, with tools designed to visualize and optimize shelf space, you can more easily manage the potentially massive logistical undertaking of developing an optimal strategy for each retail partner and location.

Advanced Analytics for Assortment & Merchandising

The right data at the right time can make a big difference when it comes to fine-tuning assortment. The right provider can help you decide:

How can I simplify my assortment and better organize and visualize the shelf?

What is my optimal product mix?

How can I ensure that my products are in stock when consumers search for them online?



When you launch your product, you can use e-retailer level analytics, powered by NIQ's **Digital Shelf Analytics**, to manage out-of-stock rates, improve search rankings, and, ultimately, boost marketing ROI.

[Digital Shelf Analytics](#)

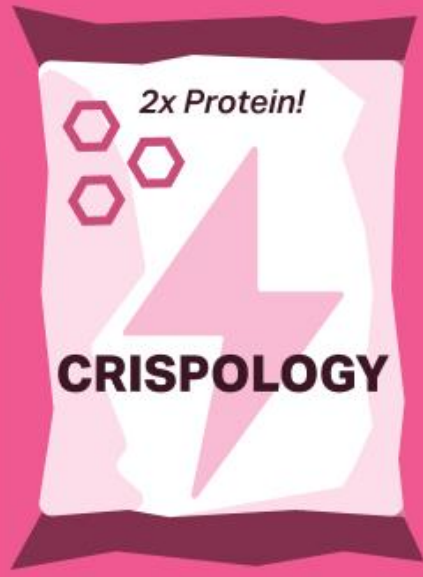




*Time to
secure retailer
collaboration.*



Retailer Collaboration

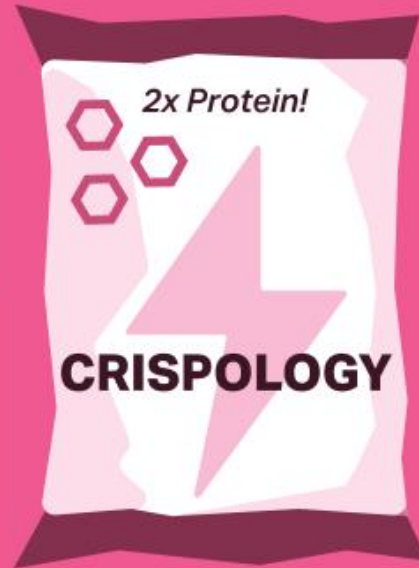


Collaborating closely with retail partners is crucial for your new product's success.



Collaborating closely with retail partners is crucial for your new product's success.

Preparing for retailer meetings with end-to-end data makes partnering a breeze.



Granular retail measurement and panel data, along with advanced analytics, can help CPG manufacturers identify:

What are the key dynamics in my category at the retailer, and what does my product have to offer or add to their assortment?

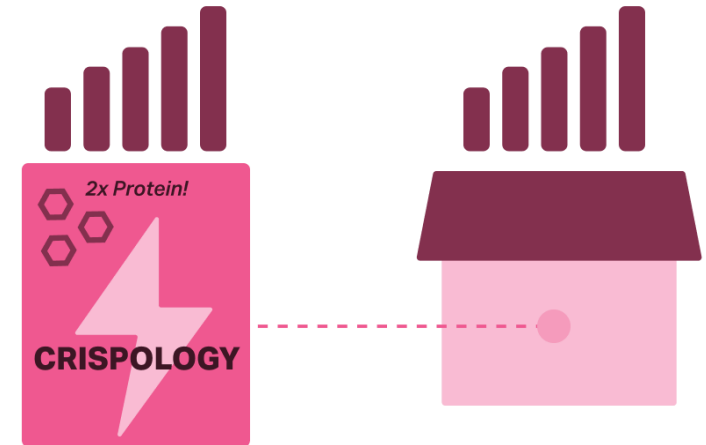
Who is the target consumer at the retailer and do they overlap with my target consumer? How are my key competitors represented in the store?

How can I partner closely with my retailers to ensure on-shelf availability and make more collaborative decisions?

Collaboration is key – to understand your retailer's target and category dynamics, you tap into comprehensive data-driven market research like NIQ's RMS, Panel, and Omnichannel Intelligence.

With this data, your team can confidently demonstrate how its product seamlessly fits into the retailer's assortment strategy.

NIQ Retail Measurement Services (RMS)
Omni Solutions



Granular retail measurement and panel data, along with advanced analytics, can help CPG manufacturers identify:

What are the key dynamics in my category at the retailer, and what does my product have to offer or add to their assortment?

Who is the target consumer at the retailer and do they overlap with my target consumer?
How are my key competitors represented in the store?

How can I partner closely with my retailers to ensure on-shelf availability and make more collaborative decisions?

NIQ data can offer evidence that your target consumers align with the frequent visitors to target stores.

Equipped with powerful data, you can showcase the overlap in consumer profiles and highlight how your product can contribute to increased foot traffic and sales at your target retailers.



[NIQ Spectra](#)

[Omni Solutions](#)

Granular retail measurement and panel data, along with advanced analytics, can help CPG manufacturers identify:

What are the key dynamics in my category at the retailer, and what does my product have to offer or add to their assortment?

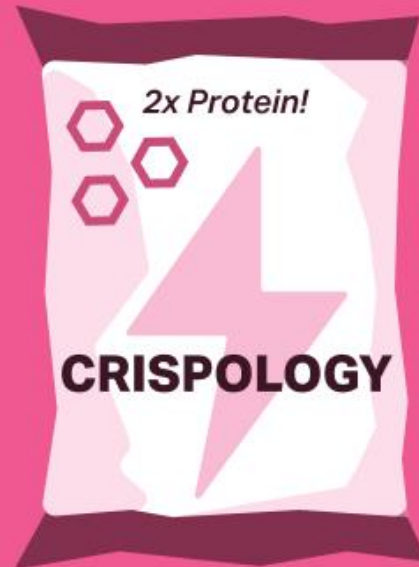
Who is the target consumer at the retailer and do they overlap with my target consumer? How are my key competitors represented in the store?

How can I partner closely with my retailers to ensure on-shelf availability and make more collaborative decisions?

To unlock new levels of success, you can tap into the power of collaborative platforms like **NIQ Activate**, AI-driven, predictive analytics that provide crucial insights, optimize trade and marketing budgets, and supercharge joint business plans with retailers.

[NIQ Activate](#)

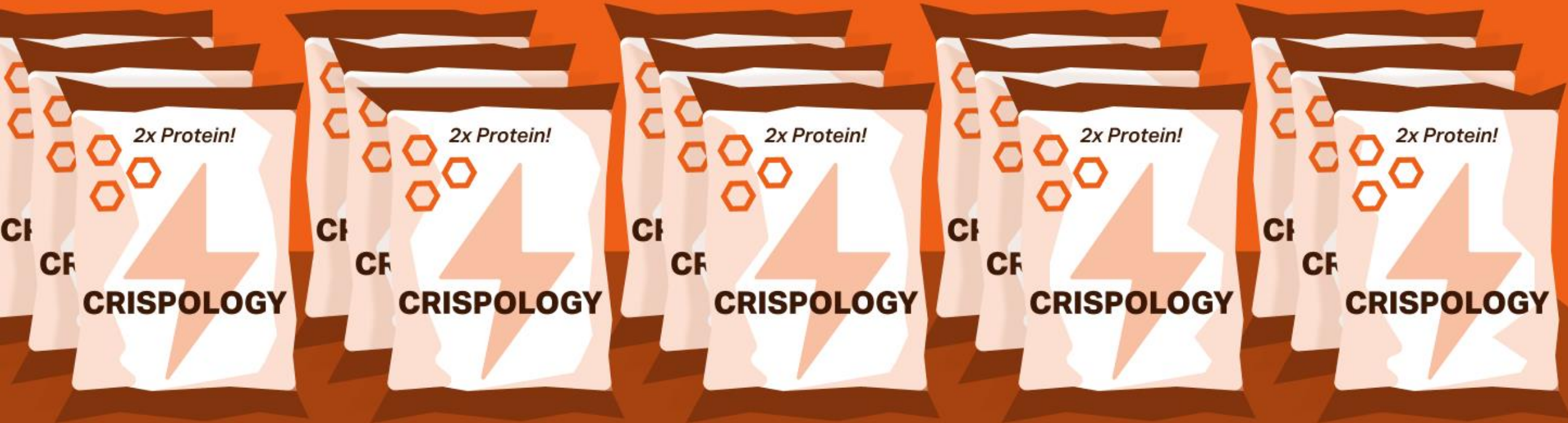




After securing retail collaboration, you're ready to launch your new product!



In-Market Activation



**You've
launched
your new
product —**



**You've
launched
your new
product —**



***the cycle of
optimization &
improvement
continues!***



An end-to-end CPG data provider will help brands find success in market by identifying:

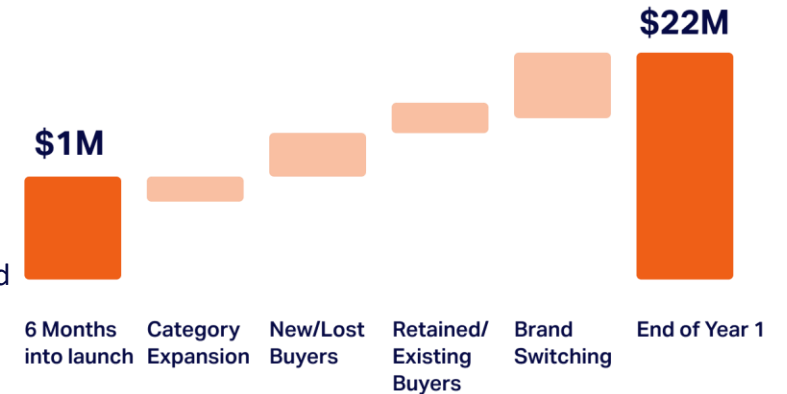
How is my product performing with target consumers in target markets? Are my sales incremental (from new buyers) or cannibalizing buyers from an existing line?

What is my shopper's digital path to purchase? What fulfillment methods are most popular?

How are shoppers consuming my product, and should I consider new variations on flavor and pack sizes?

You know that the key to staying in the market long term is being able to determine where sales are coming from and which buyers are purchasing.

NIQ RMS and **Omnishopper** data allows you to do just that and confirm that your hard work is paying off!



Omnishopper

An end-to-end CPG data provider will help brands find success in market by identifying:

How is my product performing with target consumers in target markets? Are my sales incremental (from new buyers) or cannibalizing buyers from an existing line?

What is my shopper's digital path to purchase? What fulfillment methods are most popular?

How are shoppers consuming my product, and should I consider new variations on flavor and pack sizes?

NIQ Omnisales empowers your teams to trace the consumer's digital path to purchase, from online ordering to delivery and in-store pickup. While online sales triggered the trend, shelf distribution now reigns, generating the highest volume!



[NIQ Omnisales](#)

An end-to-end CPG data provider will help brands find success in market by identifying:

How is my product performing with target consumers in target markets? Are my sales incremental (from new buyers) or cannibalizing buyers from an existing line?

What is my shopper's digital path to purchase? What fulfillment methods are most popular?

How are shoppers consuming my product, and should I consider new variations on flavor and pack sizes?

Your team needs to stay agile to remain competitive in this category—to future product iterations, you can leverage insights from **NIQ's Consumer Insights Consumption Moments** to understand when and why shoppers chose your new product.

NIQ's Omnichannel, E-commerce and location-based data takes it one step further, allowing you to better allocate resources so you can spend more time and money on the channels, retailers, and geographies that are growing your brand the most.

Consumption Moments



**Your leadership team
is thrilled with the new
product's success.**



**Your leadership team
is thrilled with the new
product's success.**



*In each stage of the
product life cycle, the
team had to make
strategic decisions
that could have led to
product failure. The
power of data helped
guide them in the
right direction.*

**Your leadership team
is thrilled with the new
product's success.**



*In each stage of the
product life cycle, the
team had to make
strategic decisions
that could have led to
product failure. The
power of data helped
guide them in the
right direction.*



Ready to hear *more*?

We're standing by to help your teams master the product lifecycle and simplify decision making with end-to-end data and analytics.

[Let's talk](#)