

The *Ultimate Guide to Merchandising & Assortment* positions CPG firms to better understand the intricacies of assortment and merchandising under current market conditions — and the pivotal role data plays in driving meaningful, successful outcomes.

[Download the Guide](#)

The fight for the shelf is getting harder.



Consumer attention spans are microscopic: 6 seconds or less.



Customers are looking for more **personalized shopping experiences**.



Inflation is causing customers to **rethink what brands they spend on**.



Shelf space is shrinking, and retailers are reducing SKUs.

Three benefits of investing in data:



Key takeaways

- The right merchandising & assortment strategies can function as **levers for growth**.
 - With shelf space continuing to shrink and price pressure sticking around for the near term, it is essential to cultivate other ways to grow.
- **NIQ's Shelf Architect** uses a store-level model that helps identify **8% more category opportunity**, rather than assuming all stores and regions act similarly,
- **NIQ Store Execution Segmentation** helps **manufacturing clients** analyze store-level sales data, track custom store segments over time, and test hypotheses by focusing on the right store groups.
- By leveraging data analytics to identify market growth drivers and collaborate with retailers, manufacturers are driving more successful outcomes.