# NIQ

## 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.** 

#### Three benefits of investing in data:



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



Shelf space is shrinking, and retailers are reducing SKUs.

#### Getting (the right) products on the shelf.

The right product assortment is the way to win on the shelf as competition for limited space heats up.

## Optimizing value and profitability.

70% of shoppers will try a new brand if they perceive it as better value for the money. By looking at price, pack size, and consumer preferences, brands can deliver the right value for shoppers.

#### Making merchandising a win-win-win.

Collaboration with retailers helps both parties achieve their goals while meeting customer needs.

### 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.