



3 factors to consider for CPG omnichannel assortment

There are three major considerations to make when assembling a CPG omnichannel assortment.

To optimize your assortments, it's crucial to always factor in category, retailer and time period.

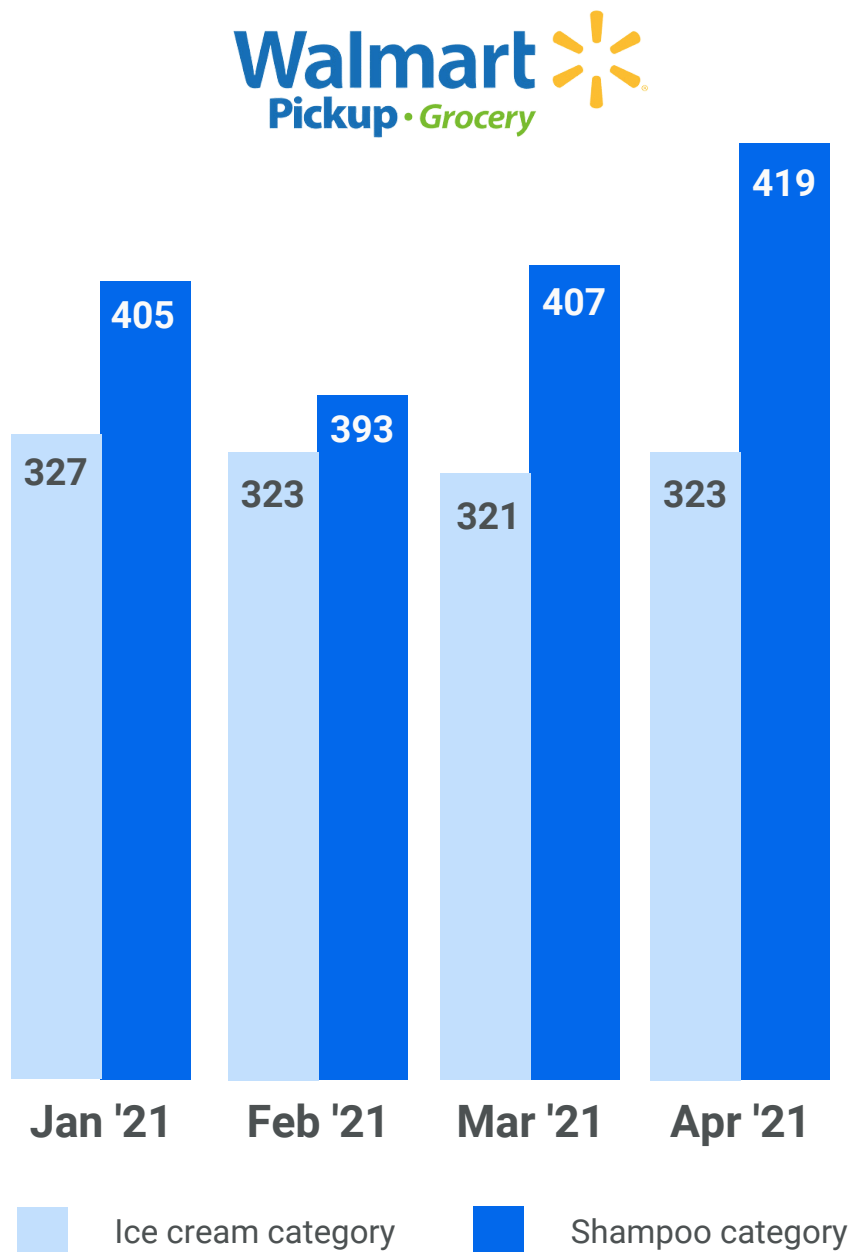


With multiple channels & ways to buy products, there is limited shopper loyalty in the online CPG market.

1. Assortment varies by category

Increasingly, Category Managers need to evaluate the complexity of assortment trends and differences between channels. Here is a precise example of category size variations in click & collect:

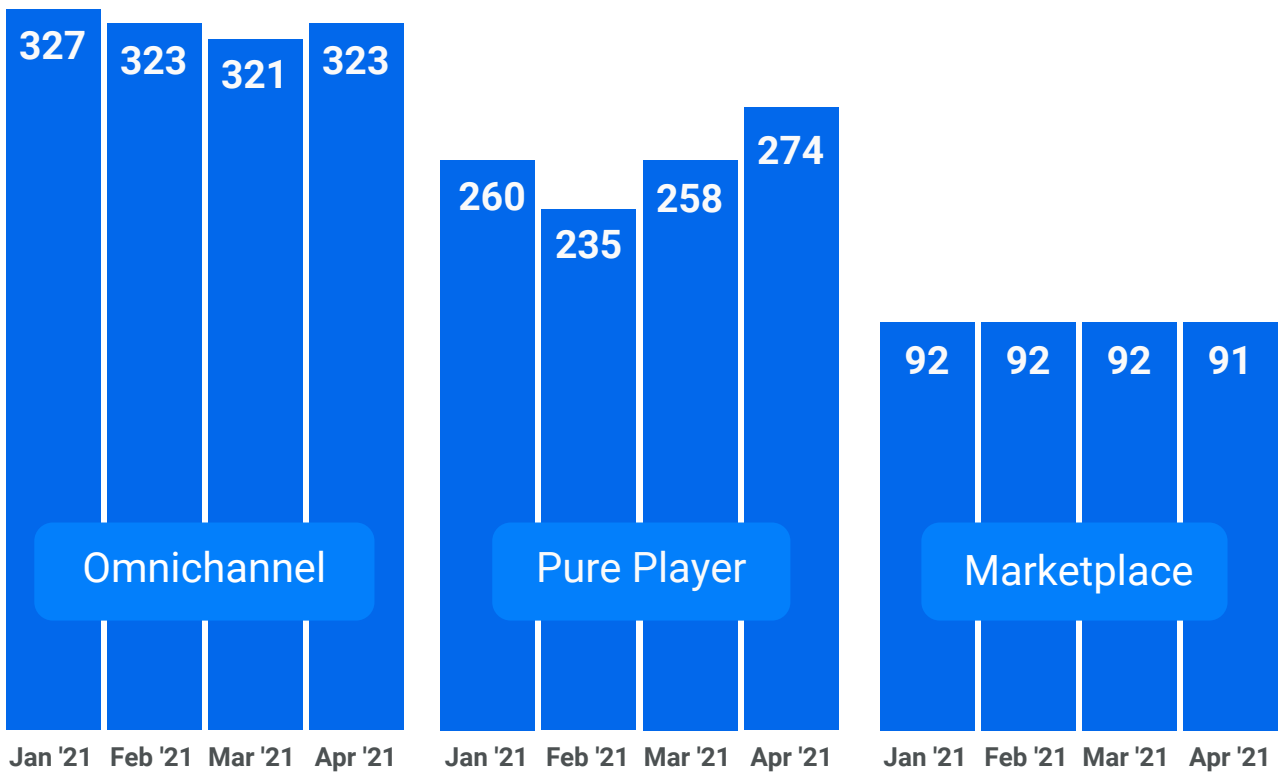
Average number of products



2. Assortment varies by retailer

It's essential to prepare retailer-specific assortments per category, as they have different strategies and capabilities, and hence, varying category sizes.

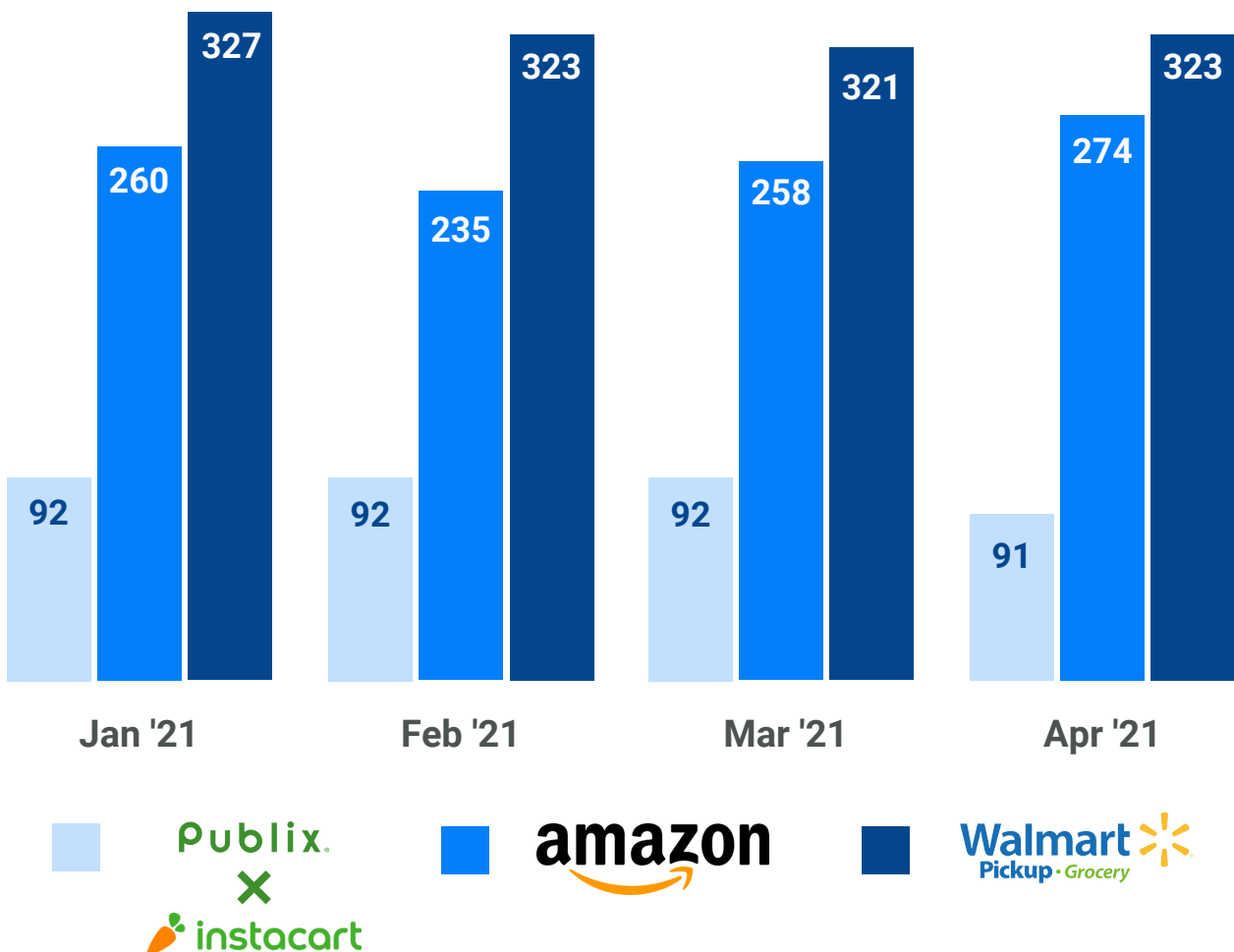
Average number of products in the ice cream category



3. Assortment varies by time

It's critical for Category Managers to evaluate category evolution frequently, tracking monthly and weekly assortment movements.

Average number of products in the ice cream category





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