EVERYONE TALKS ABOUT IT!

EVERYONE IS GETTING IT!

MOST AGREE THEY WANT MORE OF IT!

HOW ESSENTIAL IS

GRANULAR DATA

RIGHT NOW?

There has never been a time when it's been more important to understand exactly what your consumer wants, than RIGHT now. Post Covid Chaos. Mid global economic entanglement. Still smarting after the EINA from Eskom.

Over the last three years, we have seen consumers radically changing their buying behaviour – during lockdown – and then wonderfully bouncing back (for a number of channels and categories) when the world opened up again.

What this means for you as a brand owner, is that you have to be in tune with these changes and adjust the way you reach your consumer, during these topsy turvy times.

2019 – 2020 saw an average of a 30% decline in NON traditional retail stores overall; 2020 – 2021 a further 15%....

Pretty dire consequences for channels that COULD contribute 30% to a manufacturers' turnover, right?

2022 started sloooowly.

Then, some really nice gains in the Convenience / OOH / Speciality stores. The space that is largely UNDER-INDEXED for most manufacturers in the CPG industry.

Perhaps it's a consequence of the unexpected mayhem over the last two years, but we are once again seeing manufacturers take this space more seriously.

I think there is a realisation that if you WANT to build a brand or extend your numeric & weighted distribution, you HAVE to ensure that you are taking your brands to the places where your consumers shop.

For the first time in years, we are receiving weekly requests for "white space analysis". Manufacturers want to know where they are NOT present (by STORE ... by brand and by SKU).

We see manufacturers rolling up their sleeves, digging into the most granular detail and bench-marking themselves against some hefty growth targets for 2022 into 2023.

I think this is a GOOD THING for our industry.

Perhaps now we will begin to understand that "she who controls the purse strings, controls a LOT".

Perhaps now we will take the time to engage with our consumers and understand WHAT they want, what FORMAT they'd like it in & WHERE they'd like to get it.

Is it a GOOD THING that we can no longer ride the wave of our brands' strength?
Probably.

Should we be trying to entrench ourselves in the hearts and minds of our consumers, by doing what THEY need us to do and delivering what THEY need us to deliver?
Probably.

- **We engage with 96 distribution points in South Africa**
- **We have approximately 120 000 stores on our database**
- **We report on over 17 000 sku's**
- **We would love an opportunity to chat with YOU!**

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