



KANTAR



Assortment Planning

Finding additional shoppers has helped

9 in 10
brands grow



Creating better trade plans

Worldpanel Analytics

We'll help you find the best product range to win more shoppers

Not all products in a category are equal.

Most of the time, their use depends on the needs of the shopper.

Purchase data is the only way to understand the choices shoppers make.

With that data, we can understand how shoppers buy within the category, and can then advise retail partners on how to adjust their range to attract more customers.

Putting the shoppers first

The range review should aim to attract as many new customers as possible whilst growing category sales. Our shopper-led approach makes this possible.

Shopper knowledge

During your range review processes, rely on our objective and holistic understanding of category shoppers for insightful and accurate results.

Confidently predict impact

Our simulators can predict your future sales and the impact on shoppers caused by removing certain products from the category.

Our assortment planning solutions will make you the ideal partner in the range review process



Category Structure

By working out which products are interchangeable, you can understand the key decisions shoppers make when buying within a category.



Assortment Optimiser

We can see which products are competing to meet specific shopper needs. We can then simplify the range based which products reach the most shoppers.



Assortment Simulator

After identifying the potential assortment simplifications, you can predict the impact on future category sales and shoppers.

01

Optimum Shelf and Range

The range review process is a crucial point between a supplier and a retailer. With Worldpanel assortment planning tools, you can collaborate to identify the best shelf layout and range within a category.

02

Product Defence

Retaining or losing shelf space can determine whether you hit or miss your annual targets. Worldpanel products give you the shopper-based evidence to defend your listings.

03

Reporting and Optimisation

There are up to two range reviews a year. Worldpanel tools have the most up-to-date data to assess the impact on sales from your previous recommendations – this includes any seasonal change within your category.

04

Innovation Planning

You can pick out existing products that aren't performing as you'd hoped – and find new ones to replace them. It's also easy to spot gaps in a category where you don't have an offer.

05

Revenue Growth Management (RGM)

RGM works by identifying which products are the most profitable in your category, and the impact of removing support from poorer performers.

For more information please contact your local representative or visit www.kantar.com/findnewshoppers

Benjamin Cawthray
Global Shopper Director
Benjamin.Cawthray@kantar.com

