

KANTAR



Innovation solutions

Finding additional shoppers has helped

9 in 10 brands grow



Uncover growth opportunities

Worldpanel Analytics

Launch products which drive real growth

The aim of new product launches is to drive growth for a brand and the category but also the manufacturer – who often hold the keys to success.

But does a new launch add revenue or is it just selling at the expense of other products?

With our understanding of shopper behaviour and consumption habits, right down to individuals, we can support you at every stage of in the innovation process.

From finding the white spaces through to evaluating the success and incrementality of your launches, we make sure you are making the right investment choices.

A shopper-led approach

Individual shopper behaviour allows us to measure category incrementality, portfolio cannibalisation and competitor steal to reveal the true impact of your new product launches.

Retailer agnostic

Plan launch strategies with confidence using our total market coverage with SKU-level attribution tracking all launches by customer across all channels.

Prediction of success

Simulate outcomes for incrementality and the potential scale of a new product to predict future penetration and frequency.

Our innovation solutions will support you at every stage of the process



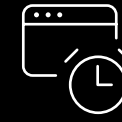
Innovation Incrementality

For every purchase of a launch, we can analyse pre- and post-purchase patterns to determine the most likely behaviour had the launch not existed. This allows us to quantify the true impact on brand and category sales.



Pre-Launch Planning Simulator

Predict the outcomes for incrementality and scale of a launch to answer, 'How realistic is your target?' and 'How can you maximise incrementality by adjusting price, promotions and pack sizes?'.



In-market Trajectory Simulator

Predict future penetration and frequency based on current performance to compare how your launch to date compare to historic launches and what's the most likely year-end position?

01

Ideation

Understand the occasion your NPD is targeting, refine your marketing and assess which product has the best chance of success.

02

Concept checking

By talking to real shoppers of your category we can assess the viability of your launch. Uncover and solve barriers to success to create best-in-class listing arguments.

03

Guidance

Prepare for launch by uncovering the criteria to successful and incremental innovation.

04

Course Correct

Get initial feedback from real buyers of your new launch to adjust your approach. We use this to predict where the NPD might end up at the end of year one based on performance to date.

05

Evaluation

Track the success of your new product and identify whether the sales have been sourced from and how much was truly incremental in order to defend your listings with the retailers.

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

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