

Category Manager



Category Manager is the shopper solution that helps to develop your category by understanding your shopper propensity to buy in your store as well as in competing stores.

It helps you to

Understand

how categories grow by understanding shopper behaviour inside a channel or retailer and outside.

Analyse

the performance of retailers. Determine the markets they should invest in as a priority to leverage growth.

Know

the needs of a given retailer's shoppers and measure the retailers' performance and opportunities.

Benefits

Define

markets to invest in.

Form

arguments for growth.

Identify

brands and SKUs to be pushed within retailers.

Questions

Is this retailer performing strongly enough?

Which market should this retailer invest in as a priority?

Can I quantify the opportunities in this market?

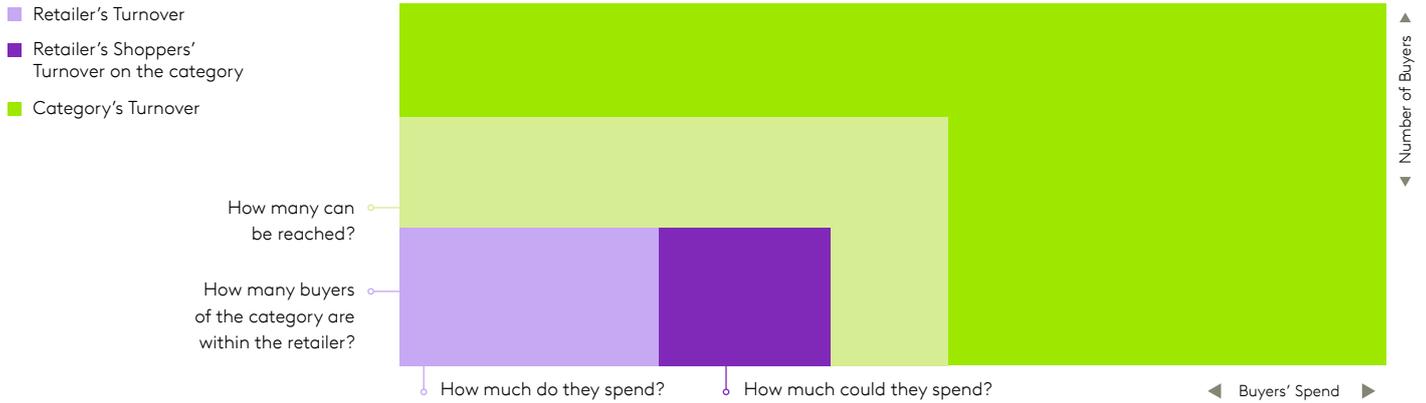
Which retailers are in competition with my stores?

Which brand should be prioritised to benefit from our shoppers' potential?

Which action should be prioritised to benefit from our shoppers' potential?

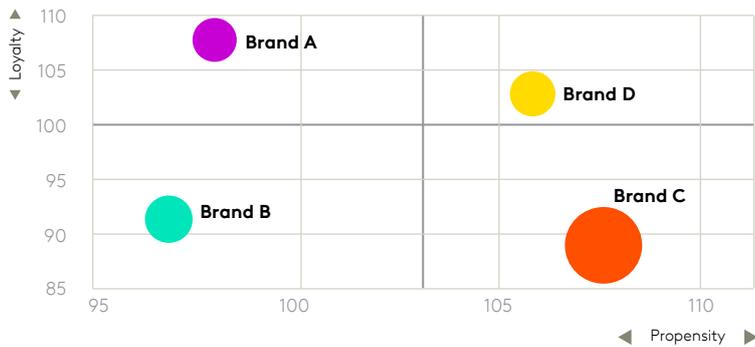
Case Study

By understanding not only how much a shopper spends within a store but also how much they spend anywhere in the market, we can get a better idea of how much they could spend in store



An opportunity to address loyalty

Brand C spends a lot on this category but not in this store



Food for Thought



Winning Omnichannel: Finding growth in reinvented retail



Generating incremental growth through promotions



Winning Omnichannel: Finding growth in reinvented retail

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



Stéphane Roger
stephane.roger@kantar.com
Global Shopper & Retail Director
Worldpanel Division | Kantar