

executive
summary

Category Vantage Point

2018

grasp

Category Vantage Point 2018 - Methodology

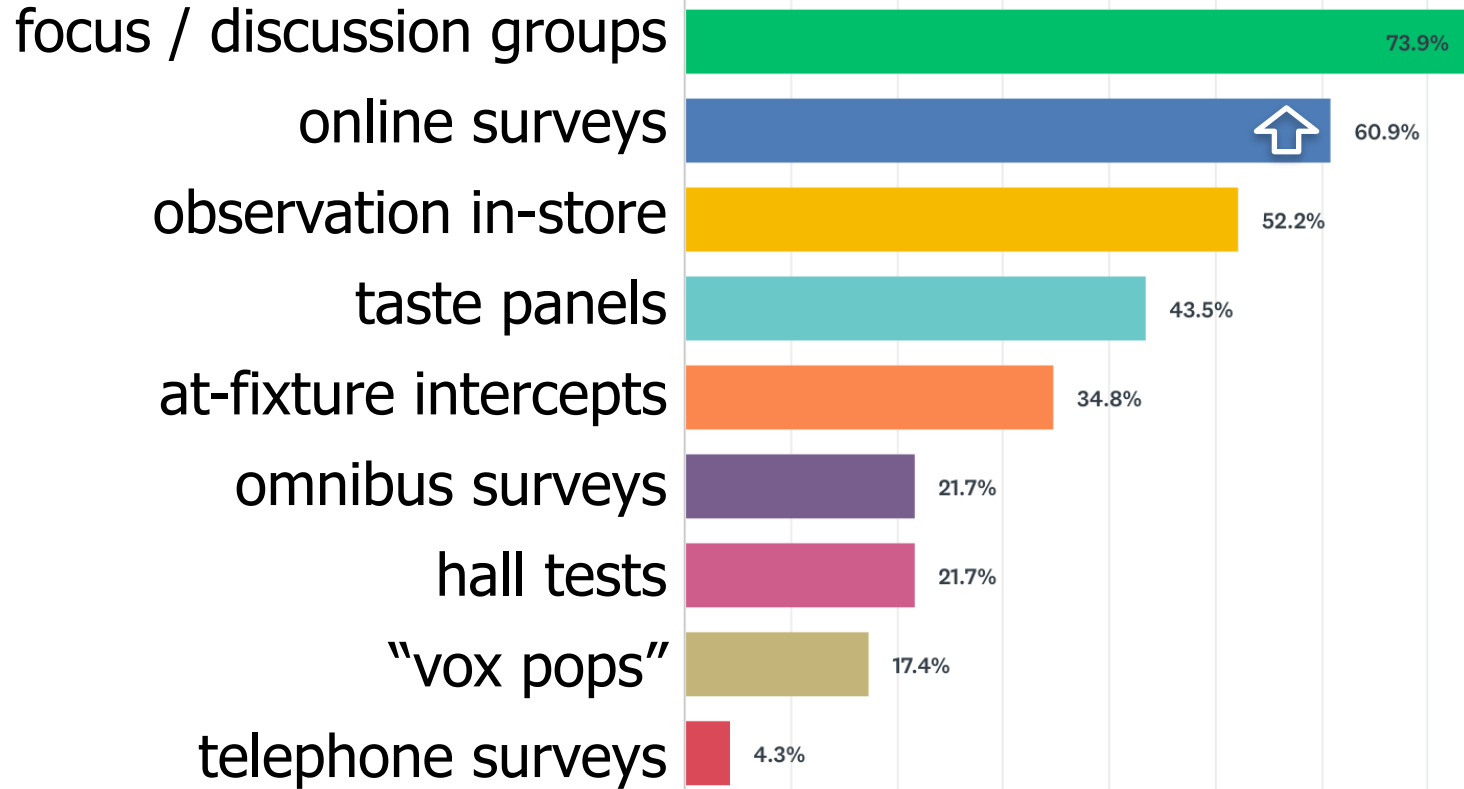
At the turn of 2017/2018, grasp surveyed 24 UK Fast Moving Consumer Goods professionals. Our survey aimed to help participants - & other category-focussed professionals - understand how to drive maximum value from UK FMCG investment in category data & insights. Participants were asked to benchmark the performance of different category data & insight suppliers. This is an executive summary for participants and key stakeholders.



Online surveys rise to 2nd most popular ad-hoc method

What ad hoc sources of insight do you use?


Answered: 23 Skipped: 1



grasp works with specialist recruiters, home economists and trained associates to deliver all these research methodologies



Kantar lead penetration of UK Cat Man into 2018

- ↓ **1. 79%** 
- ↑ **2. 50%** 
- 3. 46%** 
- 4. 42%** 
- 5. 42%** 
- 6. 38%** 
- 7. 33%** 
- 8. 25%** 
- 9. 25%** 
- 10. 25%** 

... was 86% LY & 90% in 2016

dunnhumby & Tesco Link saw growth into 2017 as Tesco's UK business recovered. In this year's results, dunnhumby has dropped from 64% to 46% within our sample ...

... alongside Tesco Link, Retail Link, MSD & Co-op (via Nielsen) have seen increased penetration: suggesting a rise in use of retailer EPOS portals by category professionals

Nielsen Scantrack appears to have made gains vs IRI Infoscan. As with dunnhumby, i2C use appears to have fallen away YoY.



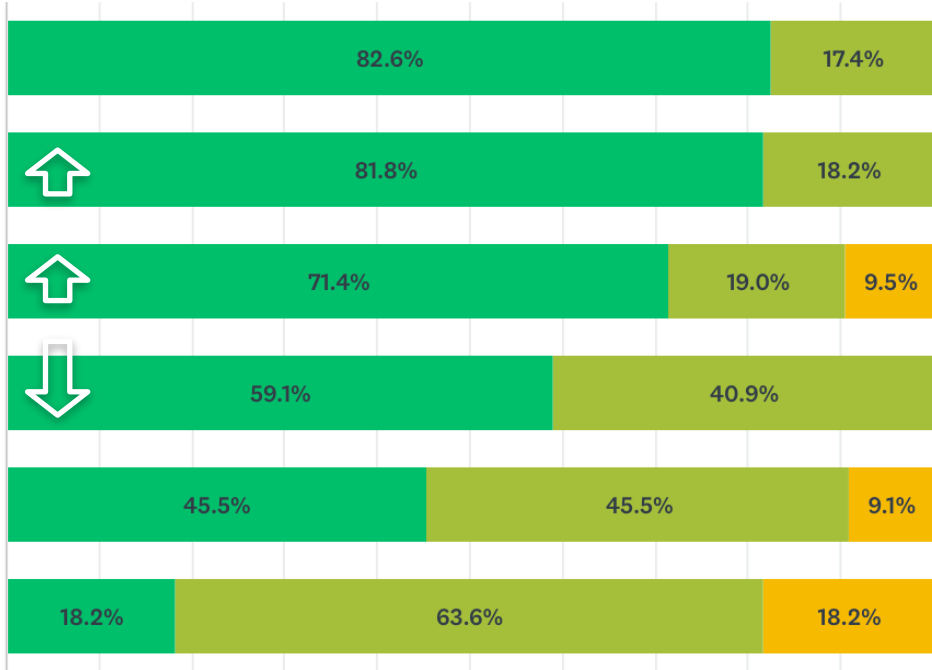
Data Quality remains most important attribute

... BUT value for money & ease of access rise as speed falls two places

How important are each of the following when you are evaluating a supplier of category data & insight?

Answered: 23 Skipped: 1

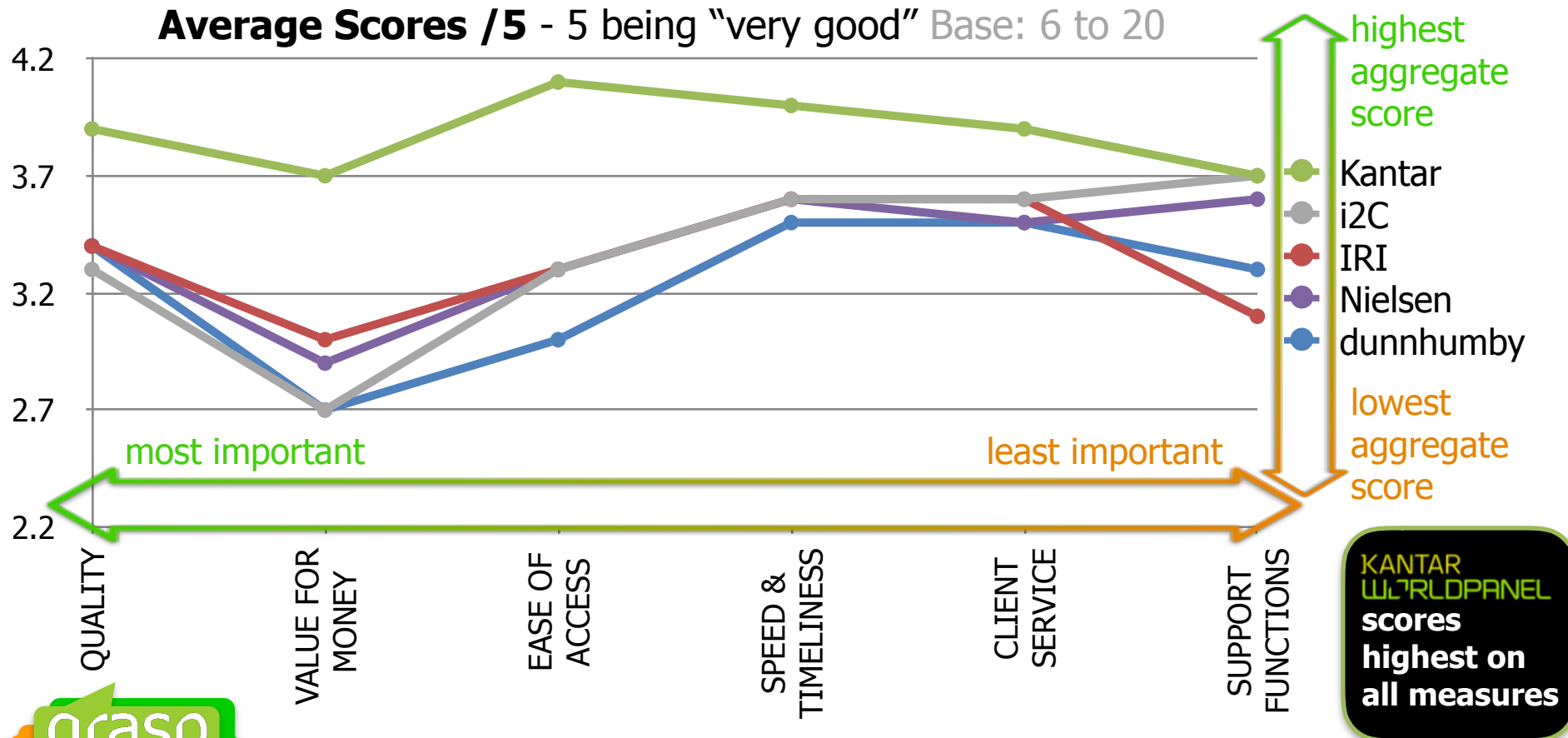
- quality:** coverage, trend, consistency & reliability
- value for money**
- ease of access to data** (software etc)
- speed & timeliness** of data deliver
- people who will offer you **day-to-day support**
- support functions:** people who you contact occasionally on ad hoc issues



very important quite important not important irrelevant



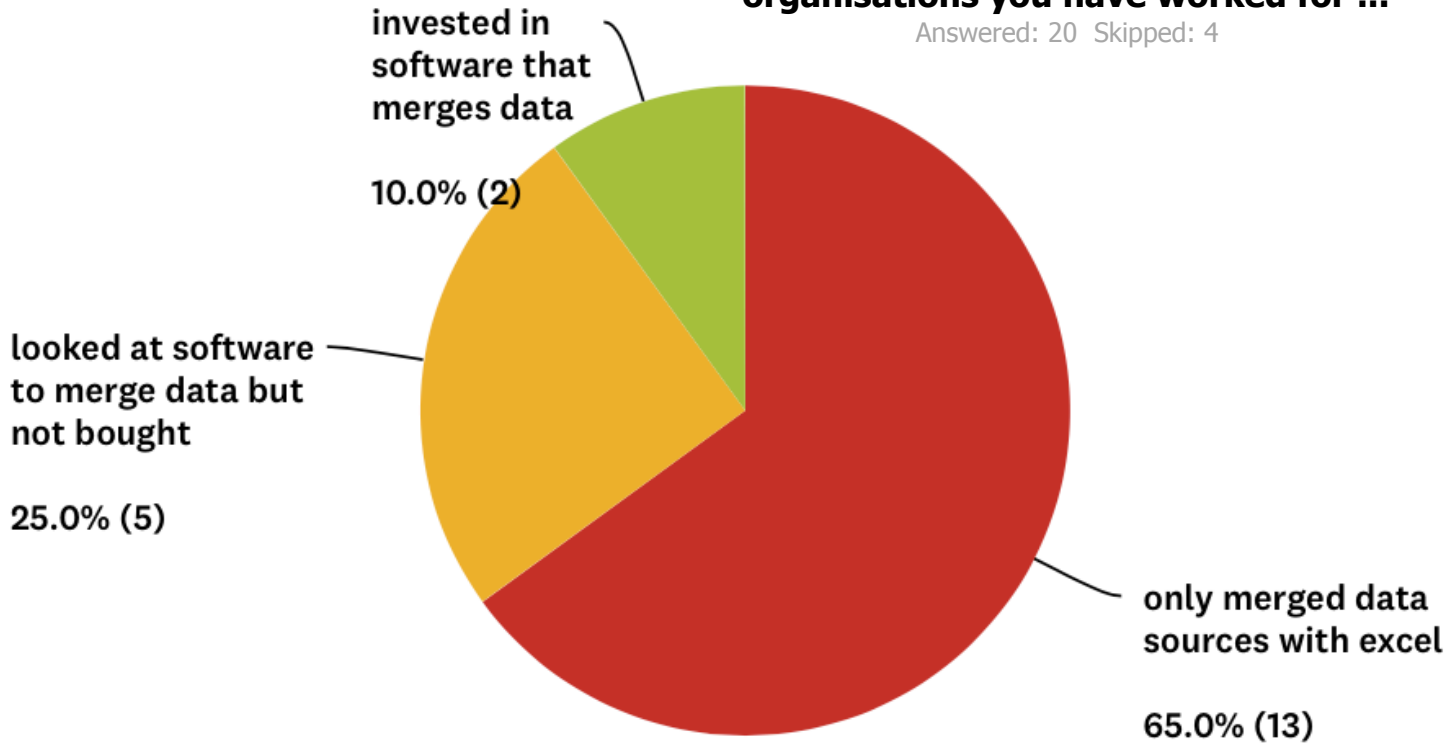
Kantar win overall with a strong score on every measure



Only 10% of us have invested in data integration

Which of the following applies to the organisations you have worked for ...

Answered: 20 Skipped: 4



Recommendations

Know that you are not alone in the challenges you face in accurately reading & developing your categories!

We will share these insights with agencies in the next few months, to the most senior levels we can. In the meantime, please **use these results to inform your discussions internally and with agency account teams.**

Receive a category-oriented take on FMCG news, discuss category topics from this survey and network with your peers
... **join our LinkedIn group graspFMCG.**





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grasp Management Consultancy

Aside from the hands-on application of our expertise in primary research, category management and commercial activity ... grasp has a wealth of experience:

- **business strategy** - reviewing organisations' positions in their market space then collaboratively developing a renewed vision, mission & values
- **category vision** - examining brand / product range / service propositions through the eyes of B2B customers, shoppers & consumers to generate a compelling category story
- **innovation workshops** - facilitated free-thinking, prioritisation and planning for process, product & experiential development (including brand licensing & partnerships)
- **business development** - supporting sales channel development by meshing organisations' existing intellectual property with grasp's business development database and new insights

... we also offer consultancy in **internal reporting, category structure, commercial team development** and **category data negotiation**.



Please contact Robin Norton (Dip Mgt Studies) to discuss your specific requirements:
0794 112 9025 robin@grasp.org.uk

grasp Primary Research

Aside from the hands-on application of our expertise in using continuous data ... grasp has a wealth of experience in ad hoc qualitative & quantitative research.

- **fluffy stuff** - observation, accompanied shops, diaries, kitchen audits & vox pops
- **focus / discussion groups** - our experience includes hard-to-reach profiles, taking in-store groups "mobile" to fixtures, .com focus groups (with iPads) and larger "workshop" formats
- **hall tests** - using our network of home economists to deliver taste panels to your specification
- **online surveys** - quantitative-focussed surveys that can also include a variety of stimulus and open-ended questions ... we also run also face-to-face surveys (incl. in-store intercepts).

... we regularly deliver "**blended**" projects that combine the most effective & efficient qualitative/quantitative research methods for your requirements and budget. We have partners that help with specialist categories, international projects & with eye-tracking technology.



Please contact Robin Norton (MSc Social Research) to discuss your requirements:
0794 112 9025 robin@grasp.org.uk

grasp Category Interims

Aside from our hands-on, integrated approach to management consultancy and primary research, grasp has a dynamic network of category interims:

- **category managers** - at any one time we have at least two Category Controller / Senior Category Manager available for placement, or in the field
- **insight managers** - we also typically have one or two people in our network who can help you manage qualitative & quantitative insight work
- **category analyst** - we have a regular associate who can undertake category analysis off-site and associates who can provide on-site support
- **shopper marketing** - we have a number of associates who apply category management principles to shopper marketing / trade marketing projects
- **qualitative consultancy** - we have several associates who can work with you planning qualitative activity and project managing actions resulting from qualitative programmes.

... whether you need short/long-term resource, at any level, or with any specific expertise:
our existing associates and network of contacts can help.



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