

Acceleration Modules

Market and consumers insights

We deliver deep channel and category insights to help FMCG businesses identify growth opportunities and build a foundation for profitable, long-term success.

Our approach

~ 7 weeks



Customer Pain Points

An **incomplete view of the market** (covering size, characteristics, and other critical aspects) **limited the ability to craft a stronger offer**, refine the **value proposition**, and drive a **more effective go-to-market strategy**.

Methodology

Primary and secondary research to fill knowledge gaps

- Complement internal data with market data and bespoke research to get the maximum amount of details on the market.

Key Inputs

Internal data and secondary resources

- Ad-hoc in-store interviews & audits
- Shopper survey
- Consumer studies
- Sell-out data (To qualify the outlet type)
- Focus groups
- Quantitative data available

Deliverables

Clear and detailed market view where opportunities can easily be identified, sized, and captured

- Tailor made report of the current market situation by channel, region, and outlet segment. Volume & value splits by category, channel, regions, key players, etc.
- Areas of opportunity based on market potential with estimate of "size of the prize".

**Further projects can identify how to capture these areas of opportunity.*

Example
Detailed market opportunity map

