

HOW A JUICE MANUFACTURER GOT THE INFORMATION NEEDED TO REGAIN LOST SALES

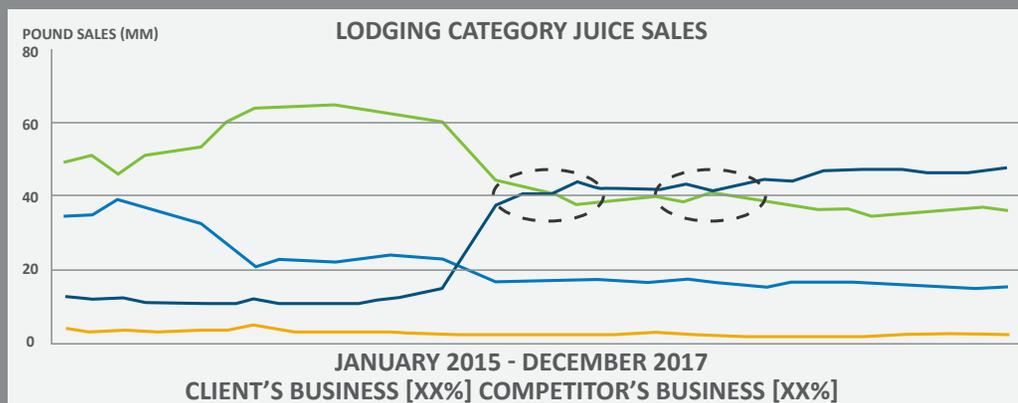
THE BUSINESS CHALLENGE

After years of leading the fruit-juice category in the lodging segment, a particular manufacturer slipped to second place in the market. In fact, a competitor was outpacing our client's sales by 10 points each month.

HOW WE HELPED

SupplyTrack® revealed the manufacturer's sales were not only slow, but they were on a steady, long-term monthly decline. At the same time, the competitor's market share was increasing in both sales and volume.

The SupplyTrack team dug deeper into the data, revealing some very interesting facts related to the competitor's product offerings and top sellers.



WHAT WE FOUND

SupplyTrack revealed deep insight about juice industry categories, brands, items, product attributes, and operator segments. Our client could clearly see that the competitor's portfolio included flavor blends, while its own portfolio did not. One important takeaway was that 76 percent of the competitors' sales came from flavor blends.

In addition, the competitor offered a top-selling smaller size our client didn't offer, as well as a popular variety juice pack—another product missing from our client's portfolio.



This is an illustrative case study inspired by our actual work with clients, but fictionalized to protect client confidentiality.

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WHAT WE RECOMMENDED

The manufacturer leveraged these insights to make a business case to its corporate leadership. In the end, the company decided to reevaluate the product flavors and portion sizes offered to the lodging segment, to compete more successfully and regain its leadership position in this market. This resulted in an uptick in sales the very first month they launched the product, and sales have increased each month since.

That's how to use SupplyTrack data and analyst insights to learn how to regain lost sales and close the gap with a competitor.

ABOUT NPD'S SUPPLYTRACK

SupplyTrack is the first and only monthly tracking service that codes, aggregates, and tracks every product shipped from a critical mass of leading broadline distributors to over 700,000 commercial and non-commercial operators. Capturing nearly 80 percent of the broadline distribution market with over 200 categories coded and four years of trend, SupplyTrack delivers in-depth insights for categories, brands, items, product attributes, and operator segments. It covers commercial and non-commercial operators, including: casual dining bar and grill independents, QSR pizza independents, colleges and universities, lodging, hospitals, convenience stores, and more.

Broader, more in-depth coverage means more accurate and granular information, which results in better decision-making and a winning advantage.

LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

