

How Strategically Are You Using Market Data?

The strongest brands do not just use market data to explain performance. They use it to direct investment, strengthen retailer conversations, and find the next place to win.

Reacting to the Market

You're using market data to track competitor activity and explain what changed.

- Monitoring competitor promotions and price changes
- Reviewing share movement after the fact
- Tracking distribution gains and losses
- Explaining performance internally with market context

Competing with More Precision

You're using market data to improve commercial decisions across pricing, promotion, and distribution.

- Prioritizing accounts based on competitive pressure
- Adjusting promotion plans based on market activity
- Identifying distribution gaps against key competitors
- Using share and velocity data to strengthen retailer discussions

Shaping Your Growth Strategy

You're using market intelligence to shape where the brand invests, competes, and grows next.

- Choosing where to protect share or accelerate growth
- Targeting competitors where you can win.
- Aligning trade spend and distribution to the best opportunities
- Bringing a forward-looking market perspective into retailer negotiations

Ready to move from tracking the market to shaping your response to it?

Talk to your Customer Success Manager.