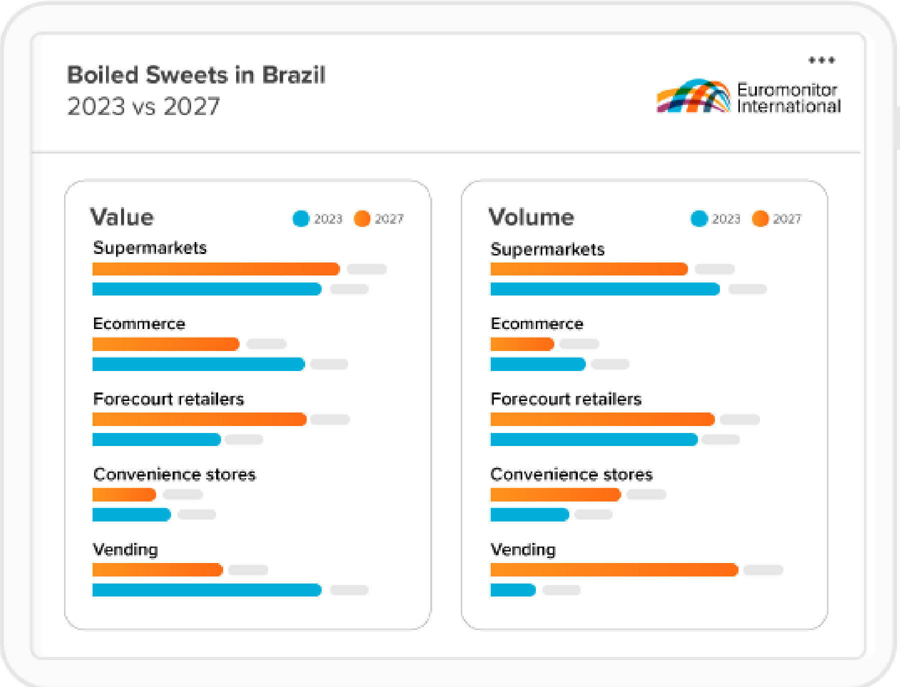
Optimising growth strategy with advanced channel and market forecasting

Our client is a global leader in the snack food industry, known for their popular product lines. They faced significant challenges in understanding category growth after a major organisational restructure. With limited visibility into market nuances, including growth drivers and channel dynamics, they required an advanced channel and market forecasting solution to support strategic decision-making and scenario planning.

Economic volatility further amplified uncertainties, driven by shifting consumer behaviours, supply chain disruptions and intensifying competition. To navigate this complexity, the client needed the ability to test strategies and respond quickly and proactively to evolving market and economic conditions.

Detailed channel forecast tailored to your specific categories



Custom research: Channel forecasting for a global snack food company

Euromonitor International

The challenge

Our client wanted to forecast snack food growth across 22 countries in their restructured business. This was challenging due to the combination of multiple markets, diverse sales channels and their need for granular insights.

Channel-level pain points

- Limited visibility into the future performance of key sales channels like supermarkets, foodservice and online retail, making it difficult to optimise distribution strategies.
- Difficulty understanding how consumer preferences and shopping habits were evolving post-pandemic across channels.
- Challenges in evaluating channel-specific opportunities for investment.

Market-level pain points

- Trouble separating hard growth factors like inflation and income trends from soft drivers like evolving consumer demand for healthier options.
- Lack of insight into how factors such as GDP fluctuations and pricing would affect the snack food category's overall growth trajectory.
- Need for a granular forecasting tool to identify high-growth market segments and guide innovation or expansion strategies.

The solution

We developed a comprehensive channel and market forecasting solution tailored to the client's unique needs. At its core was the Euromonitor International Forecast Tool (EIFT), a combined Market Emergence Model and Channel Forecast Model developed, validated and supported by a team of analysts, industry experts and consultants across our 16 global offices.

The EIFT provided a clear understanding of category growth drivers, channel drivers and channel share changes, with analysis highlighting strategic market entry opportunities, optimised channel distribution strategies and scenario-based outcomes.

Granular category and channel forecasts

- The EIFT provided forecasts for category growth across 22 countries, including the United States, China, Germany, Brazil and Spain.

- It also predicted channel-level forecasts across 10 distribution channels, including supermarkets, foodservice, convenience stores, vending machines and online.

Analysing factors driving category growth

- Utilising growth decomposition, the EIFT revealed hard growth drivers like GDP changes across categories and channels, alongside soft behavioural drivers, including evolving consumer preferences.

Investigating 'What if' strategic simulations

- A scenario planning tool evaluated the impact of macroeconomic factors, like inflation and GDP shifts, on growth and channel dynamics.

Identify the main drivers of category growth

The results

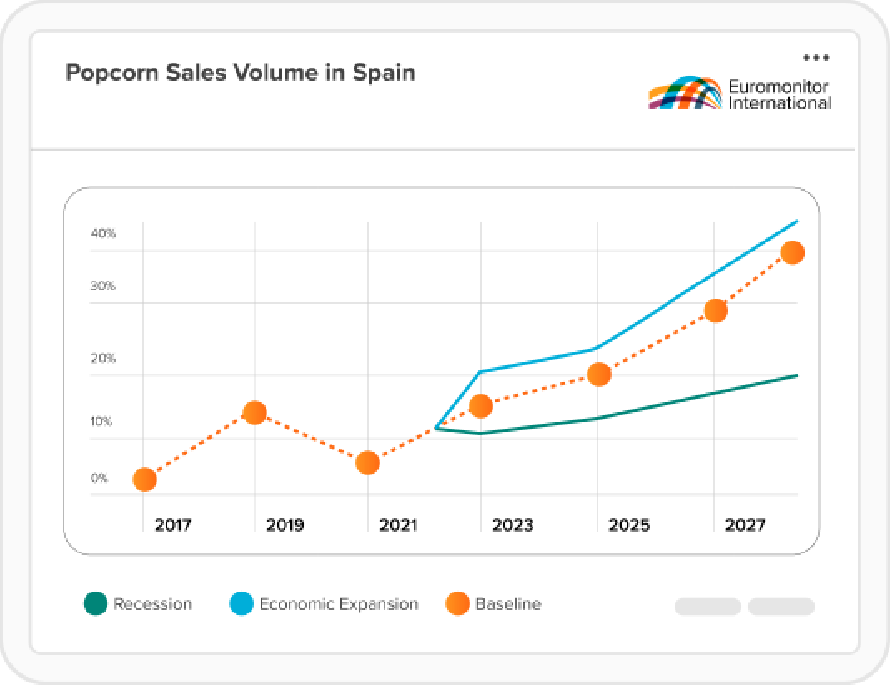
By leveraging analytical depth, consulting expertise and global benchmarks, the EIFT directly addressed the client's multifaceted requirements, delivering detailed insights into markets and channels to allow them to make informed strategic decisions and set realistic targets aligned with market projections.

We presented these insights to approximately 60 senior client stakeholders, to ensure clarity and buy-in.

Key outcomes:

- **Long-term growth planning:** The client immediately created a 10-year growth strategy, using the EIFT as their main data source for strategic decisions in the snack food category.
- **Enhanced channel strategy:** By analysing trends and growth segments across 22 markets, the client optimised distribution and expanded in high-potential areas.
- **Improved resource allocation by channel:** Identifying profitable channels allowed the client to redirect investments to boost market penetration.
- **Scenario-based planning:** The scenario modelling tool enabled the client to test strategies and respond proactively to uncertainties like inflation and GDP changes.

Forecast category growth across multiple scenarios



The future

The client's investment in advanced tools like the EIFT demonstrated forward-thinking leadership in the competitive snack food market. Our team provided actionable insights that not only addressed immediate challenges but also created a robust foundation for long-term growth and innovation.

Looking ahead, Euromonitor International remains committed to supporting our client with expert analytics, refined forecasting and scenario planning as market dynamics evolve. With these advanced tools, the organisation is well-positioned to identify new opportunities and drive sustainable growth.

By empowering decision-makers with data-driven clarity, this collaboration demonstrates how cutting-edge solutions can turn challenges into competitive advantages.