

What is my share gap opportunity worth?

Overview

This job aid provides an overview and calculation of Share Gap Opportunity, so you can use it to uncover potential incremental revenue opportunities.

What is Share Gap and why is it important?

Share Gap refers to the comparative differences in share (between your current share and a target share), allowing you to measure variations in share performance in your markets or products.

For example, if *your brand* has 30% share and your competitor has 50% share, the gap is 20% between the leader and you.

Share Gap Opportunity is calculated to demonstrate potential incremental value, if you increase *your brand* share to reach the desired target share.

There are three calculations to find your Share Gap Opportunity. See the chart below for more information.



Key terms and calculations

| Term | Definition | Calculation |
|------------------------------|----------------------------------------------------------------------------------------|-----------------------------------|
| Share Gap | The difference between one share and the desired target share in a segment or market | Target Share - Current Share |
| Value per Share Point | The value sales each share point is worth | Brand Value/Brand Share |
| Share Gap Opportunity | The amount of potential incremental value, if share increases to the target percentage | Value per Share Point X Share Gap |

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Example calculation

| Period Group | Category | Manufacturer | Segment 1 | Value | Value Share of Category | Value Per Share Point |
|-----------------|-----------------|--------------|-----------|------------|-------------------------|-----------------------|
| Latest 52 Weeks | Razors & Blades | Gear | Razor | 61,347,751 | 16.6% | 3,695,647.65 |

Step 1: Calculate Share Gap

Manufacturer Gear has a 3.42 Share Gap between their Razors segment and their target share (a financial goal set this year), at 20%. The difference between these two numbers is the **Share Gap**.



Target Share - Current Share

$$20\% - 16.6\% = 3.4$$

Step 2: Calculate Value per Share Point

Value per Share Point is the value sales of the current share segment (Brand Value), divided by that segment's Value Share of Category (Brand Share).



Brand Value/Brand Share

$$61,347,751 / 16.6 = 3,695,647.65$$

| Period Group | Category | Manufacturer | Segment 1 | Value | Value per Share Point | Share Gap Opportunity |
|-----------------|-----------------|--------------|-----------|------------|-----------------------|-----------------------|
| Latest 52 Weeks | Razors & Blades | Gear | Razor | 61,347,751 | 3,695,647.65 | 12,565,202 |

Step 3: Calculate Share Opportunity

To evaluate how much could be gained in the Razor segment, multiply the Value per Share Point (step two) 3,695,647.65 by the Share Gap (step one) 3.4.



Value per Share Point X Share Gap

$$3,695,647.65 \times 3.4 = 12,565,202$$