

E-BOOK

CONSUMER PATTERN SHIFTS: HOW TO IDENTIFY & ACT ON EMERGING TRENDS

3 CHALLENGES FACED BY FMCG/CPG MANUFACTURERS

1

Recognizing consumer pattern shifts and understanding their impact on short- and long-term demand.

2

Analyzing channel performance as shopping habits change.

3

Understanding consumers' motivations behind buying patterns.



HOW CAN YOU GET AHEAD OF CHANGING CONSUMER BEHAVIORS?

The crisis has caused unique and unexpected shifts in consumer behaviors. But it's also accelerated existing trends, like the surge in online CPG shopping. As the crisis evolves, more unexpected changes are ahead.

How will you recognize those changes, and make the quick, accurate decisions needed to keep up?

For many FMCG/CPG manufacturers, making these decisions without up-to-date information is a challenge. They lack the ability to identify purchasing patterns beyond what their internal sales figures show. Without a comprehensive view of consumer behavior across channels, it will be difficult to plan for growth, especially in a crisis. But with the right data and reporting tools, you can see emerging patterns and adjust your sales and operational strategies to get ahead of them.

HOW HAVE CONSUMER BUYING PATTERNS CHANGED?



Percentage of Americans who cook more now than before the COVID-19 crisis



Increase in online alcohol sales since the start of the crisis



Percentage of consumers who bought products on their last shopping trip to "stock up"

WHAT WILL HELP YOU ADAPT TO NEW PATTERNS AND TRENDS?

You can only react to shifts in consumer patterns if you can identify them. To do that, you need reliable data that provides both a comprehensive view of the market as well as granular, store-level detail.

To adapt to current changes in consumer behavior and stay ahead of pattern shifts, you'll need to:



IDENTIFY TRENDS

before they emerge by monitoring sales data weekly, not monthly.



SEE THE BIG PICTURE AND THE DETAILS

by viewing purchasing behavior across channels.



UNDERSTAND CONSUMER SENTIMENT

that impacts behavior to better anticipate future customer needs.

YOUR CHALLENGE: KEEPING UP WITH CHANGING HABITS

As the crisis has evolved, consumer purchasing patterns have evolved with it. Initial demand surges in certain categories have subsided, while other trends have emerged. How will consumers change their buying behavior next month, and how will your company pivot to meet those needs?

Without access to weekly retail POS data, SKU-level performance or shopper activity tracking, you can miss key signals for sales opportunities, and signs you need to adjust supply. With a comprehensive view of the wider marketplace, you'll see where trends are heading in the next month or quarter.

Without both detailed retail-level data and a broader market overview, your competitors could jump the trend and leave you scrambling for shelf space.



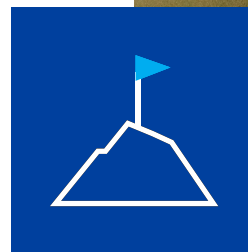


YOUR CHALLENGE: SEEING IMPACT ON THE WHOLE BUSINESS

Shortages and restrictions on the in-store shopping experience have driven many consumers to purchase CPG items online and through click-and-collect and curbside pickup. These channels have surged, partly out of necessity and partly because consumers have discovered how convenient they are.

Traditional methods of measuring consumer behavior look at each of these channels in isolation, which isn't enough to get a complete picture of performance in today's market. You need to see across shopping channels to know where demand will be coming from and to meet consumers' expectations. Combining in-store and e-commerce data allows you to spot channel-specific trends, adjust your distribution strategy and get your product to consumers where they are.

YOUR CHALLENGE: PLANNING FOR FUTURE DEMAND



It's not enough to simply see the changes in consumer behavior that are happening right now, you need to analyze the underlying factors influencing those behaviors. If you're only tracking trends in the moment, you risk losing sales to out-of-stocks, and damaging the long-term health of your brand as consumers find other options.

To prevent that, you should know the motivations behind these changes. Pairing what consumers believe and think with what they actually purchase provides the insight you need into what they might do in the future. Sales data alone won't provide this perspective. It must be combined with consumer sentiment analysis to provide a complete view of what's happening.

WHAT WILL GIVE YOU ACTIONABLE INSIGHTS INTO CONSUMER BEHAVIOR?

- Monitoring and analyzing consumer behavior in near-real time.
- Viewing and analyzing sales across all shopping channels to identify opportunities as they arise.
- Understanding motivations, not just purchasing patterns, to plan for growth.



DETECT THE CONSUMER PATTERNS THAT WILL IMPACT YOUR BUSINESS

With Nielsen data, you can better understand what, where and why consumers are buying. Nielsen delivers these insights when you need them, so you can adapt to a shifting market and make the best decisions possible.

WITH NIELSEN, YOU CAN:

Identify Consumer Behavior Changes and Their Causes

You know consumers have changed the way they shop, but that's only half the battle. Monitoring behavior weekly with retail POS inputs as well as consumer panels allows you to accurately gauge the direction of the market, identify emerging trends and anticipate consumers' needs.

See the Whole Market and Your Whole Business

Reporting that includes channel data helps you identify purchasing patterns and react to consumers' evolving preferences. Having a comprehensive view of in-store sales as well as e-commerce, click-and-collect and third-party fulfillment allows you to seize opportunities created by changes in buying habits.

Use Today's Patterns to Plan for Tomorrow

Adapting to current trends is crucial, but to separate your company from competitors, you need to think beyond the latest trends. Reporting that combines consumer sentiment and purchasing behavior gives you the insight you need to understand consumer motivations and make better plans for future growth.

Stay ahead of [changing consumer behaviors](#) and prepare for what's next with accurate data and up-to-the-minute reporting from Nielsen.

COVID-19 SmartShelf

- Quickly and efficiently design your new shelf, test iterative planograms, and maximize your future strategies with retail shoppers.

[LEARN MORE](#)

Shopper Shifts to a "New Normal"

- Analyze trip and mission patterns
- Monitor store and channel usage across categories
- Understand decision making factors

[LEARN MORE](#)

Weekly Topline Multi-Category Reporting

- Broad overview of manufacturer and brand sales for hundreds of categories to help identify trends and adapt your product mix and distribution.

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New Normal Segmentation & Behavioral Trends

- Learn how different buyer groups are reacting to the pandemic, the impacts on consumption across households, and how consumers' new habits will impact your brands over time.

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Omnichannel Shopper Fundamentals

- The most up-to-date view of E-Commerce sales by department, category and brand available.

[LEARN MORE](#)

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media, the arbiter of truth for media markets, provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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