



Executive summary:

At the beginning of the COVID-19 pandemic, Conagra Brands was required to quickly pivot its assortment due to changing consumer demand and supply challenges. See how Conagra Brands leveraged NielsenIQ's assortment solutions to successfully define and recommend optimal assortment and space strategies to one of its drug retailer partners.

The client:

Conagra Brands, a leading manufacturer of frozen, grocery and snack food items.

The challenge and objectives:

Historically, the frozen aisle has been associated with limited doors and value-based segments such as appetizers, pizza and ice cream. At the end of 2019, one of Conagra Brand's key drug retailer's (Retailer A) frozen department was not only declining, but also performing worse than total edible.

This was coupled with the outset of the pandemic, which led to a massive change in consumer demand. Conagra Brands recognized that it needed a plan to maintain its tried and true fundamentals of shelf management and assortment optimization, but within a framework that allowed for flexibility to manage the many different retailer approaches and strategies, including those of Retailer A.

Success Story

How Conagra Brands grew its category by 150% at a key retailer, during COVID-19





Solution:

Conagra Brands utilized NielsenIQ's assortment solutions to identify assortment gaps and opportunities—not just for Conagra Brands but for the entire Frozen aisle category at Retailer A.

By leveraging NielsenIQ's bubble chart functionality and incrementality data, Conagra Brands found that there was shopper interest in modern health attributes, as well as an opportunity for Retailer A to expand within the frozen meal and vegetable space. NielsenIQ's assortment solutions allowed Conagra Brands to provide Retailer A with actionable recommendations that were anticipated to show growth at both the category and sub-category levels, as well as provide item-level scenarios to optimize specific UPCs.

Results:

Retailer A agreed to add +10 Conagra Brand items across multiple brands, as well as adjust some competitor distribution. At the end of 2020, Retailer A's total frozen department was running 16 points better than total edible, and Conagra Brand's frozen category was up nearly 150%.

+16 points

At the end of 2020, Retailer A's total frozen department was running 16 points better than total edible.

+150%

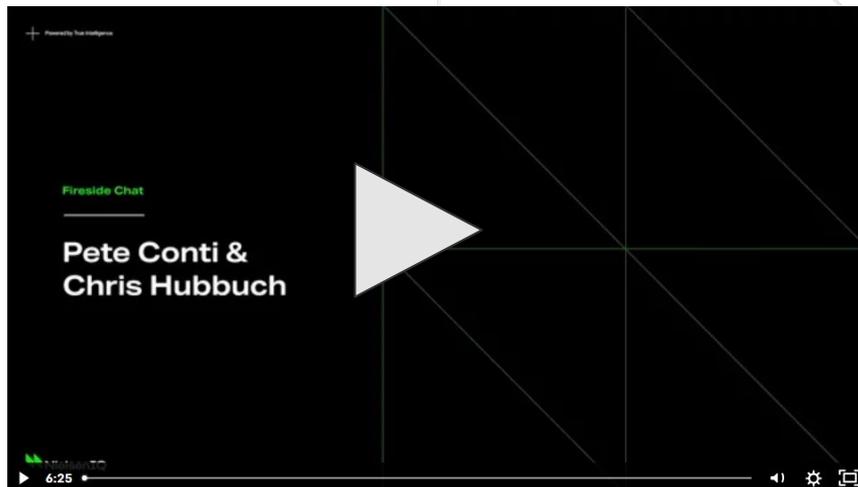
At the end of 2020, Conagra Brand's frozen category was up nearly 150% at Retailer A, compared to 2019.



To learn more about NielsenIQ's assortment and space solutions, contact your NielsenIQ representative.

Dive deeper: CMA | SIMA fireside chat video

ConAgra's Chris Hubbuch and NielsenIQ's Pete Conti on 150% category sales increase



Watch the full fireside chat discussion between Pete Conti and Chris Hubbuch on the success story behind ConAgra's assortment and space optimization strategies for one of its key drug retailer partners, whose frozen category sales increased 150% as a result.

Watch now



NielsenIQ's Pete Conti (L), NielsenIQ SVP, NA Intelligent Analytics and Chris Hubbuch, Senior Director of Category Leadership at ConAgra Brands.