

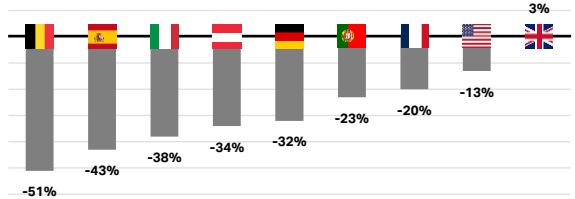
Innovating out of Crisis



Manufacturers have pulled back on their innovation agendas¹

-25.3%

Average scaleback on innovations among U.S. and select European markets



Percentage change in innovations (2019 vs. 2021)

But innovators maintain relevance with shoppers and retailers²



Innovators

Positive % change innovation launches vs 2019



Non-Innovators

Negative % change innovation launches vs 2019

94% increased TDPs (avg +9%)

41% lost TDPs (avg -7%)

88% grew \$ share (avg +9%)

38% lost \$ share (avg -11%)

Aggregate P3YR of innovation launches (2019-2022); compare 2019 ("Pre-COVID") vs. 2020 vs. 2021 ("Endemic COVID")

While growing their market share and defending their competitive position



Takeaways:

- Despite inflationary pressures, innovation remains a key driver of growth
- Manufacturers should right-size innovation pipelines to better align with the dynamic economy and organizational goals
- Innovation comes in all forms: a renovation or series of short-term plays could be your best course of action to keep your brand fresh and top of mind

Contact your BASES representative for a one-on-one walkthrough of our latest report, "Innovating out of Crisis."

1. Source: NielsenIQ BASES Innovation Measurement; Total Country xAOC WE (2019-2021)

2. Source: BASES Innovation Measurement; NielsenIQ Answers on Demand scan and panel data, Total US xAOC WE 1/1/2022