CATEGORY MANAGEMENT

DEFINITION

Category Management is the solution to develop your category in a retailer by understanding its shopper behaviour in and out of the store.

CATMAN HELPS YOU TO:

UNDERSTAND
how categories can grow by understanding shopper behavior IN and OUT the retailer stores.

ANALYSE
the performance of the retailers, find out their main strengths and weaknesses to help on improve their performance.

QUANTIFY
business opportunities with robust arguments for the retailer and the manufacturer.

BENEFITS

DEFINE
key markets to invest in.

FORM
key arguments for growth.

IDENTIFY
key Brands and formats to be pushed within retailers.

CLIENT QUESTIONS

Is this retailer performing strongly enough?

Which market should this retailer invest in as a priority?

Can I quantify the opportunities in this market?

Where else are your shoppers purchasing the category?

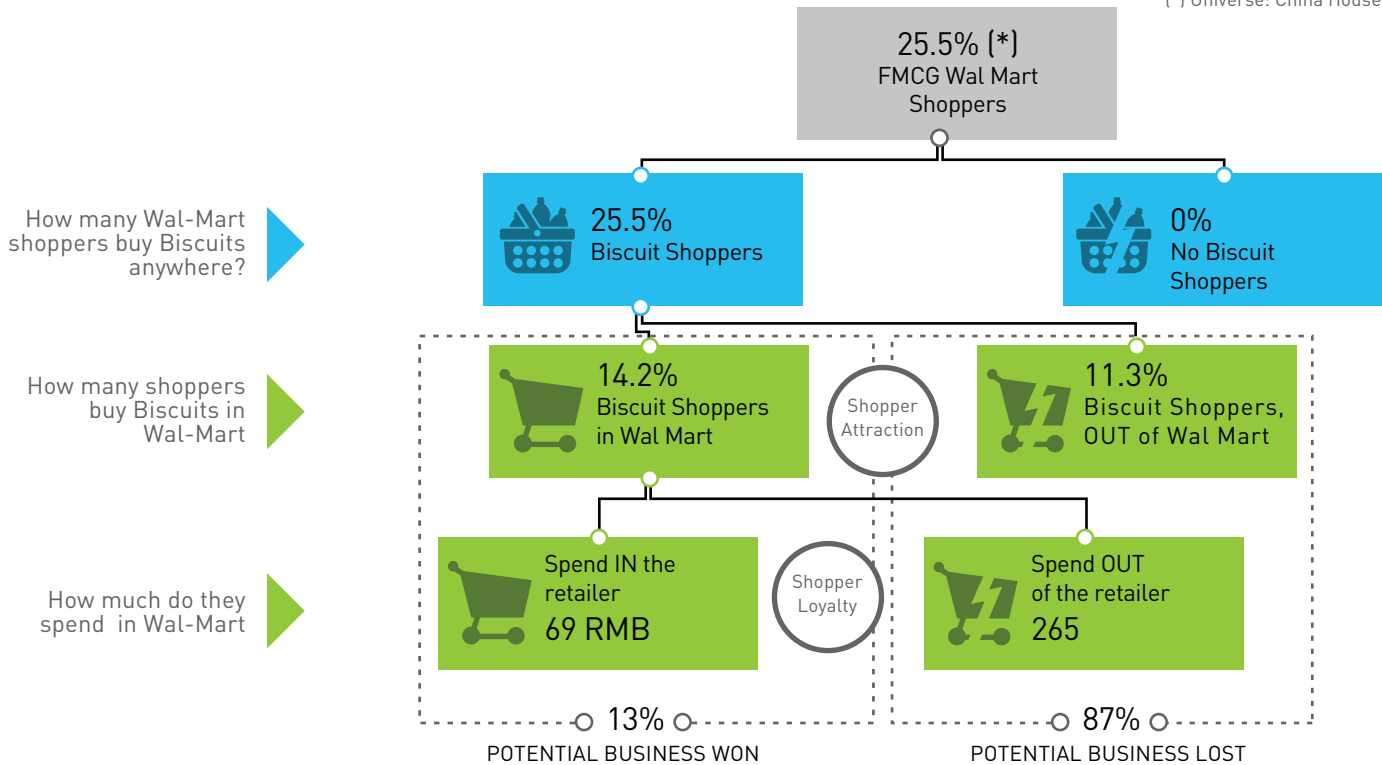Which channels or retailers are your real competitors?

Which brand should be prioritised to benefit from our shoppers' potential?

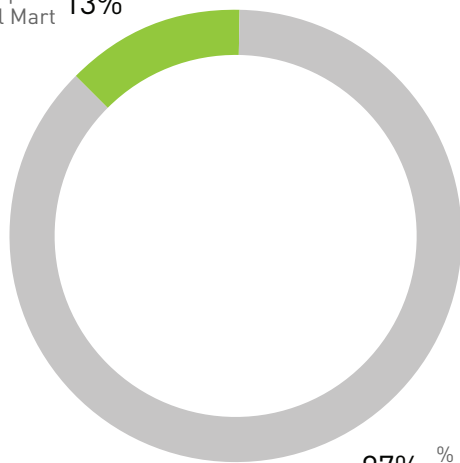## CASE STUDY - WAL-MART SHOPPER BISCUITS TREE

(*) Universe: China Households

25.5% (*)
FMCG Wal Mart Shoppers

How many Wal-Mart shoppers buy Biscuits anywhere?

25.5%
Biscuit Shoppers

0%
No Biscuit Shoppers

How many shoppers buy Biscuits in Wal-Mart

14.2%
Biscuit Shoppers in Wal Mart

Shopper Attraction

11.3%
Biscuit Shoppers, OUT of Wal Mart

How much do they spend in Wal-Mart

Spend IN the retailer
69 RMB

Shopper Loyalty

Spend OUT of the retailer
265

13%
POTENTIAL BUSINESS WON

87%
POTENTIAL BUSINESS LOST

UNDERSTAND THE POTENTIAL GROWTH

BISCUIT WAL MART SHOPPERS

MISSING OPPORTUNITY (% VALUE)

% Spend in Wal Mart **13%**

87% % Spend outside Wal Mart

13%
RT-MART

12%
CARREFOUR

5%
VANGUARD

4%
CENTURY MART

UNLOCKING GROWTH FOR YOUR CATEGORY

Category Manager sits within the Shopper & Retail capability. To find out more about this and our other capabilities please contact your KantarWorldpanel representative.