Emerging Business Opportunities
Emerging Business Opportunities for CPG - Powering growth by staying ahead of trends

**Industry Context**

CPG Manufacturers are on a constant lookout for their next Big/Billion Dollar Opportunity. The challenge is, that opportunity could be lurking in any of the myriad trends on the horizon today. Unless picked out in time and executed ahead of competition, there’s risk of being seen as an also-ran by the consumers – a place category leaders hate to be.

**Keeping up with the Trends is challenging**

- The number of trends to monitor and sources to pick signals from are both growing by the day
- Multiplicity of structured and unstructured sources of data
- Complexity in understanding the patterns of evolving demand around emerging product claims
- Difficulty in quantifying the true business opportunity of trends and specific product claims

Resulting in inability to answer key questions

- Which emerging flavors and trends present an opportunity for my brand?
- What is the size of the opportunity for us to capitalize?
- How should we assort these alongside existing products?
- What should be the trade and marketing support needed?
- Are there potential acquisition targets to help gain momentum in opportunity areas?

Leading to lost opportunities

- **1** Lost revenue opportunities
- **2** Loss of share to competition
- **3** Ineffective NPI
- **4** Impact to overall Brand Strength

+1 408-508-4430   info@tigeranalytics.com   www.tigeranalytics.com
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Value Proposition

Tiger’s “Emerging Business Opportunities” solution helps collect data & monitor 100’s of new flavors, product claims, project their growth path in terms of category & cross-category penetration and size them. Powerful insights are generated through robust combination of:

- Forward looking consumer insights (culled from a broad range of sources including social).
- Insights on entities involved along the entire product launch Supply Chain
- Early performance of past launches

Solution Features

Catalog of data sources
Access to curated data sources to help track trends

Accelerators for specific data sources
Reusable code snippets to harness and process specific data sources available to the CPG company

Harmonization & mapping logic for common CPG sources
Ability to harmonize data and make it insights ready

Emerging trends detection
Triangulation approach to help detect emerging trends and flavors

Growth trajectory projection
Quantification and projection of the growth expected in the claim

Sizing & action levers
Determination of the value of the opportunity and the Trade and Marketing levers required to be pulled to help capture the value from the claim

Case example

Global Confectionaries
Major:

Context
Entry into new adjacent category through launch/M&A

Solution
Analyzed multiple subcategories within Confectionaries & Snacks

Impact
Identified specific flavors & claims that summed up to USD 900 MM in next 24 months

Snack division of a global F&B

Context
Healthy portfolio of innovations but penetration uneven across markets

Solution
Regional claims & flavors preference analysis

Impact
Defined competitive positioning and growth levers to pull

Pet Foods Manufacturer

Context
Need to standardize data collection, harmonization and monitoring process for 300+ trends

Solution
Enhanced harmonization & mapping across sources

Impact
Set up monitoring & sizing mechanism for trend

Pet Foods Manufacturer

Context

Solution

Impact

Robust end-to-end process in place from data pipelines to pack & size analytics
About Tiger Analytics

Tiger Analytics is pioneering what AI and analytics can do to solve some of the toughest problems faced by CPG organizations globally. Delivering value leveraging AI & Analytics is as much an art as it is a science. We have honed this through a combination of our talent, methodologies, technology accelerators and business solutions.

We have helped deliver **100’s of Millions of dollars** in value to our CPG and Retail clients through our services and solutions. Tiger offers a full range of Insight services including Data Engineering, AI & Analytics services and ML Operations.

Our Open Solutions Approach

We believe that our clients should not tie themselves down to analytical products and solutions in areas that offer **competitive advantage**. Hence we make our investments in Intellectual Property available and open to our clients so that they can manage and enhance the solution by themselves, if they so desire.

Contact

Sam Ramachandran  
Sales Head  
Tiger Analytics  
1-312-576-0505  
Sam@tigeranalytics.com

Kishor Gummaraju  
Chief Customer Officer  
Tiger Analytics  
1-510-205-8625  
Kishor.gummaraju@tigeranalytics.com

+1 408-508-4430  
info@tigeranalytics.com  
www.tigeranalytics.com